



NISSAN STADIUM
CONCEPTUAL DESIGN PACKAGE

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PROJECT GOALS

- CREATE AN UNPARALLELED FAN EXPERIENCE OF TENNESSEE
- PROVIDE OPPORTUNITIES FOR YEAR-ROUND ACTIVATION
- AMPLIFY THE STADIUM AS THE “BIGGEST STAGE IN NASHVILLE”
- ENHANCE BRAND FOR THE TITANS AND NISSAN STADIUM
- WIN ON CHARACTER



NASHVILLE CULTURE

01. NASHVILLE CULTURE

- NEIGHBORHOODS

XX-XX

02. NISSAN STADIUM CAMPUS

- SITE PLAN
- MAIN PLAZAS / ENTRIES / PATRON FLOW

XX-XX

03. BUILDING EXTERIOR

- ELEVATIONS & MATERIAL PALETTE
- RENDERINGS

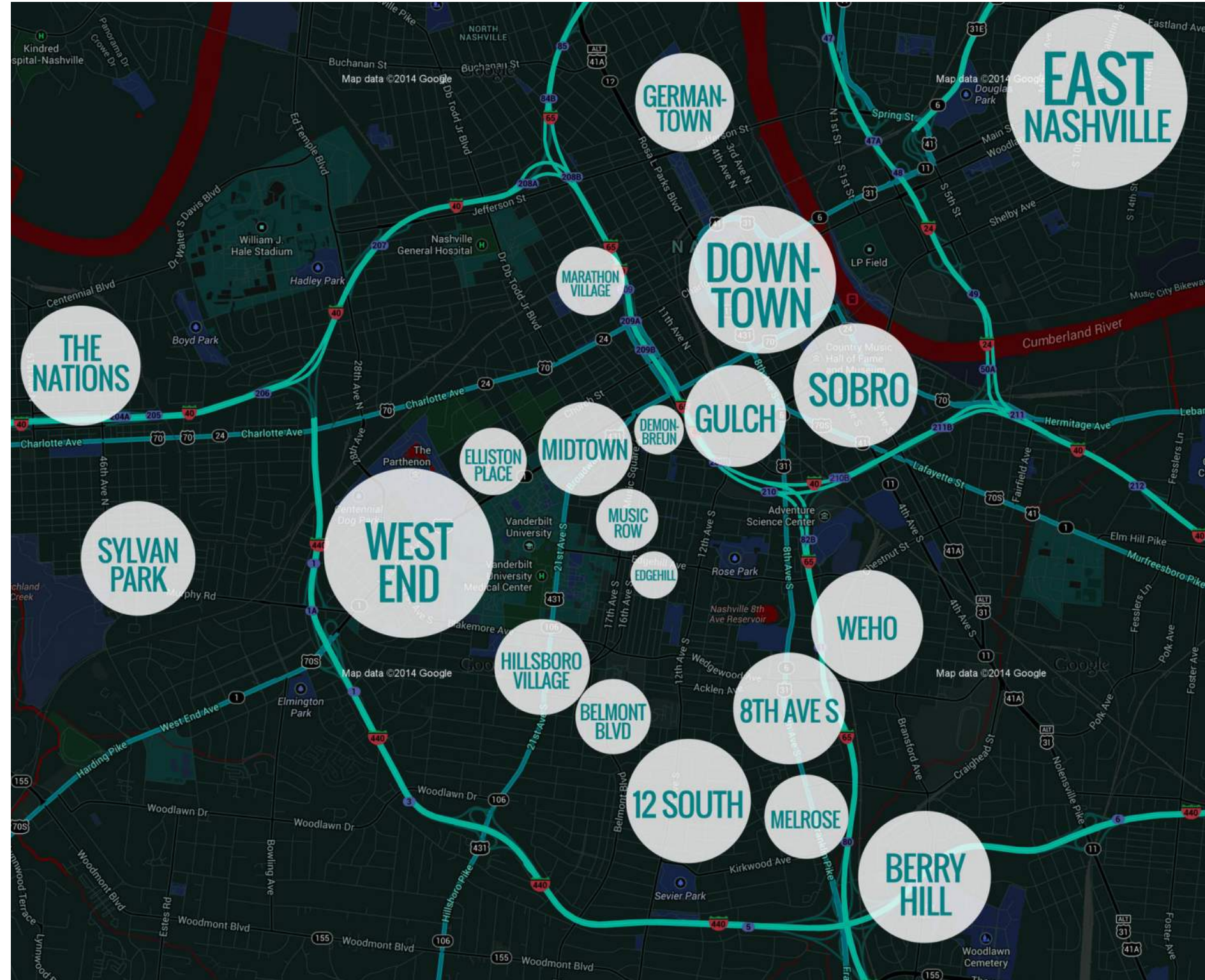
XX-XX

04. STADIUM DESIGN CONCEPTS

- GENERAL ADMISSION
- PREMIUM SPACES
- SEATING BOWL

XX-XX

A LANDMARK IN THE NEIGHBORHOOD



ALIGNING NEIGHBORHOODS

- Tier 1 - Platinum**
Field Club (Music City)
- Tier 2 - Gold**
West Sideline Club (Downtown)
East Sideline Club (East Nashville)
North End zone Club (Song Writing Cafe)
Corner Suites & Communal Area (Whiskey Culture)
Suites
- Tier 3**
Sports Bar (German Town)
- Tier 4**
Main Concourse
3Hundred Urban Rooftop

MUSIC CITY



EAST NASHVILLE



DOWNTOWN



GERMAN TOWN





“I BELONGED TO NASHVILLE BEFORE I BELONGED TO ANYONE.” – BRANDI CARLILE



NISSAN STADIUM CAMPUS

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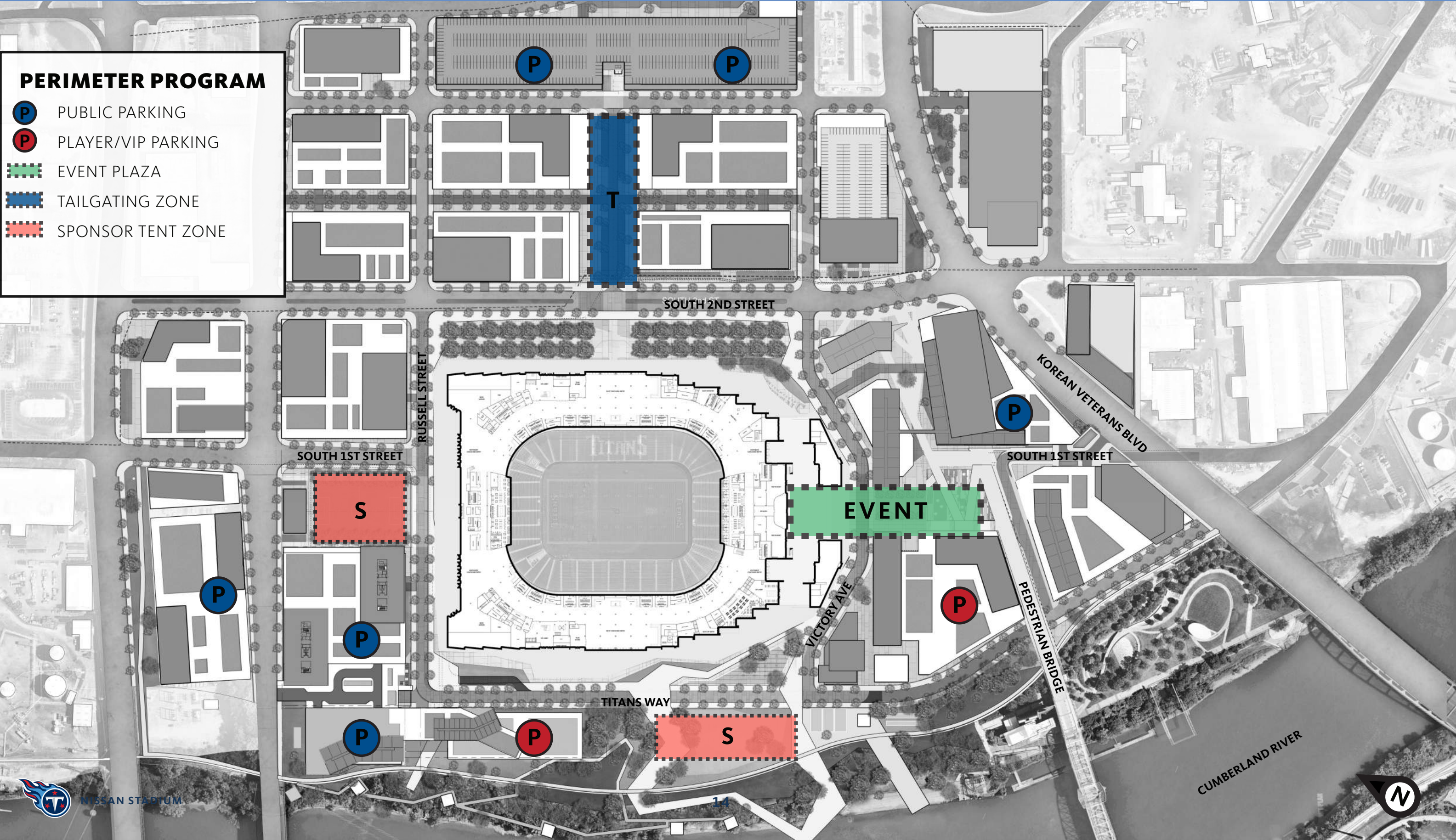
- PREMIUM SPACES

- SEATING BOWL

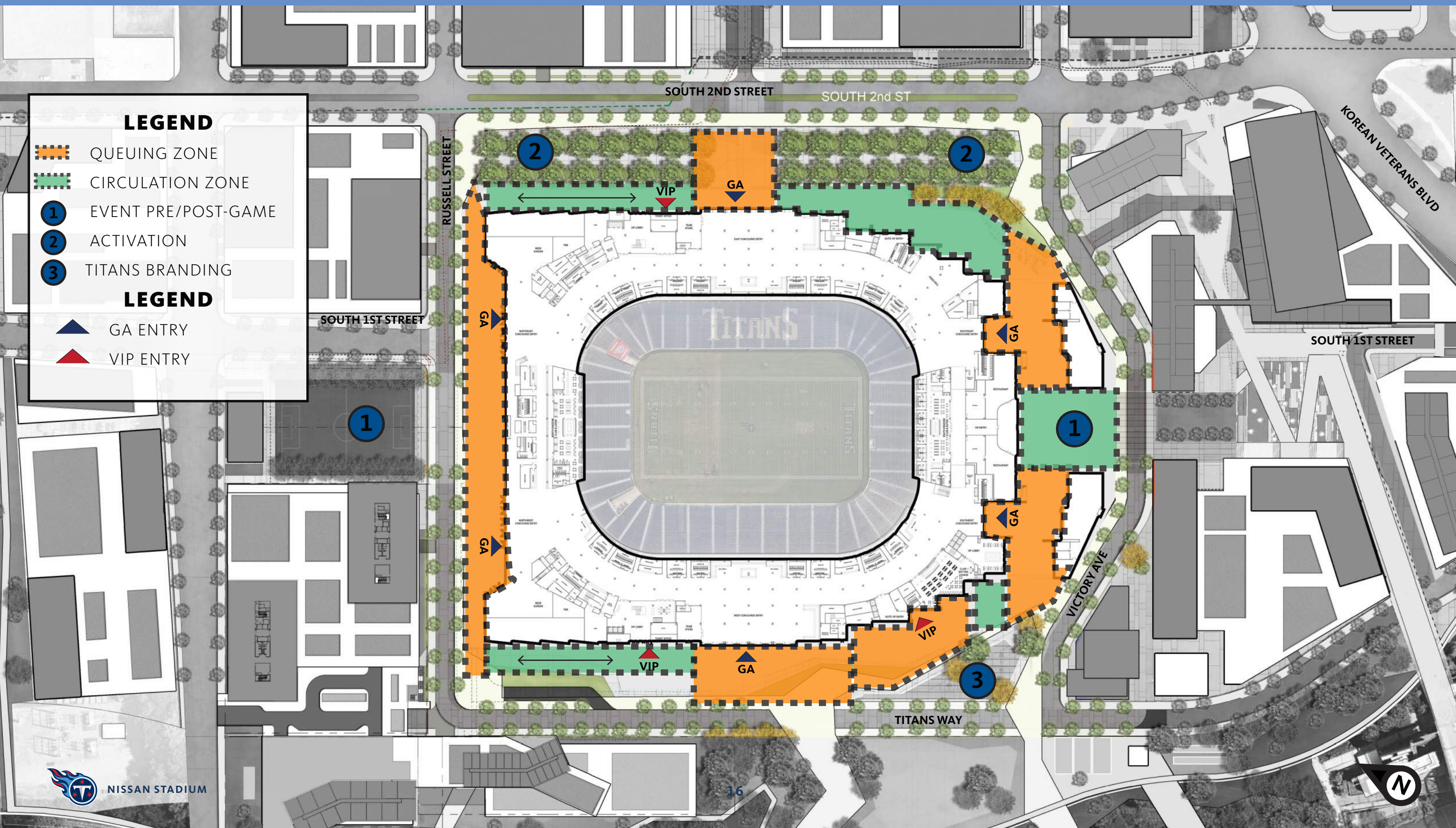
XX-XX

SITE PLAN
MASTERPLAN OVERVIEW

- PERIMETER PROGRAM**
- P PUBLIC PARKING
 - P PLAYER/VIP PARKING
 - EVENT PLAZA
 - TAILGATING ZONE
 - SPONSOR TENT ZONE



STADIUM OVERVIEW - GAME DAY



SOUTH EVENT PLAZA

A destination retail and entertainment district that bridges to the broader downtown development to the west providing opportunities for year-round activation and community activities. A location to create unparalleled fan experience pre and post-game.

DESIGN CONCEPT + INSPIRATION

SOUTH EVENT PLAZA



ANCHOR TO NASHVILLE SKYLINE

[PLACE HOLDER]

HASTINGS TO PROVIDE NEW IMAGE



DIVERSE OFFERINGS



ACTIVE COMMUNITY



UNIQUE F&B



A PLACE FOR LOCALS & TOURIST ALIKE



LOCAL FLARE

PLANNING & INSPIRATION
SOUTH EVENT PLAZA

OVERVIEW



CONCOURSE PLAN



1
 GALLAGHER WAY - CHICAGO, IL



2
 THE ROOFTOP - COORS FIELD



3
 FISERV FORUM - MILWAUKEE, WI



1
 THE FIELDS - LOS ANGELES, CA



2
 NIKE TOWN - GATE SPONSORSHIP RETAIL



3
 ADIDAS STORE

RENDERINGS
SOUTH EVENT PLAZA

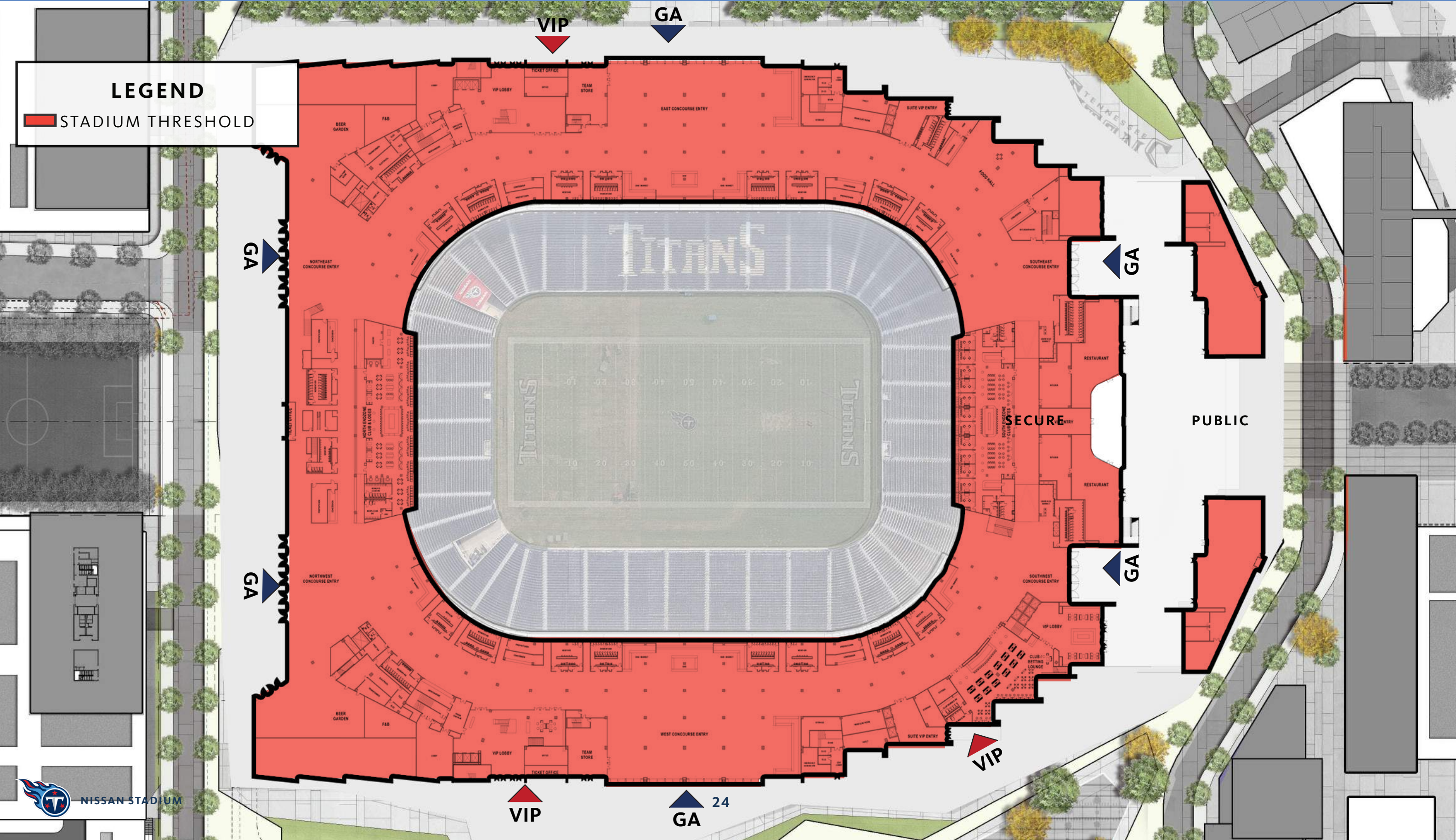


NISSAN STADIUM

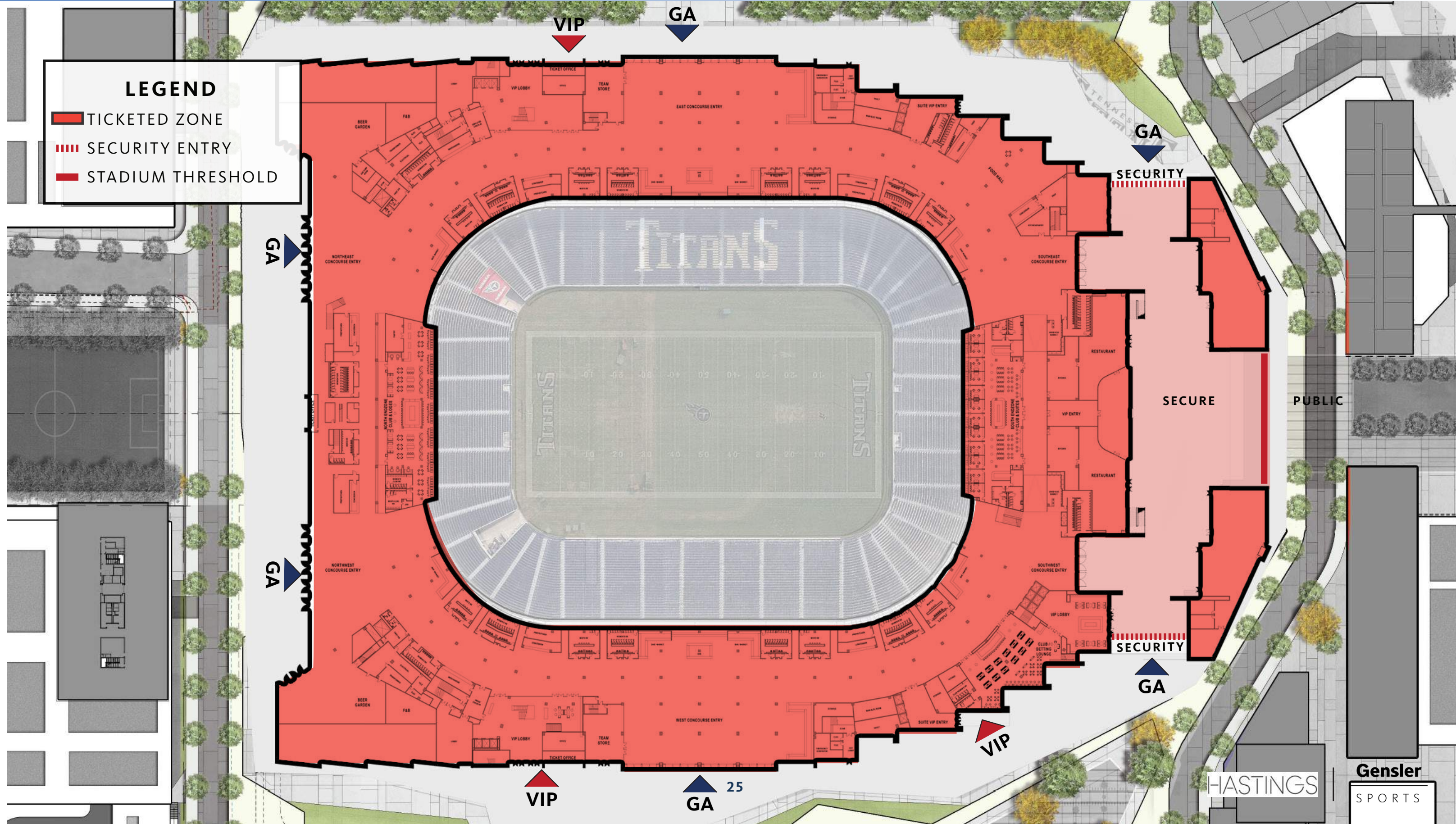
HASTINGS



EVENT PLAZA SECURITY | NON-GAME DAY



EVENT PLAZA SECURITY | GAME DAY



NASHVILLE'S BEST SPORTS BAR

SPORTS BAR

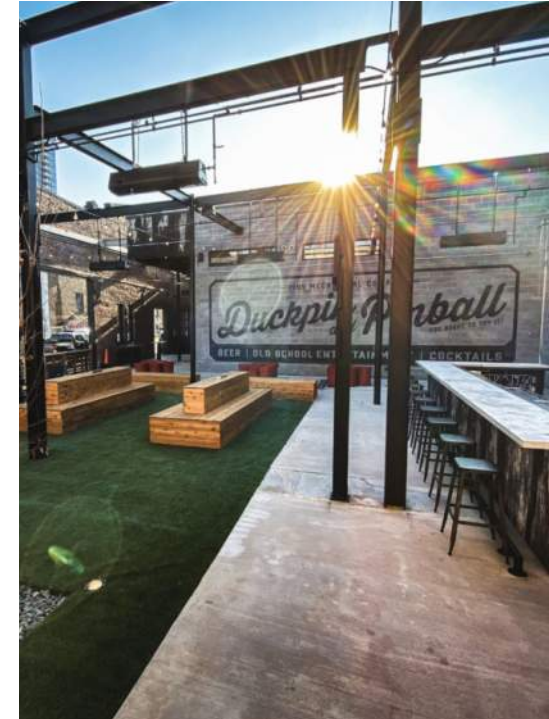
One of two anchor destinations in the south events plaza, this sports bar amplifies "The Best Sports Bar in Nashville". While being a major brand enhancer for the Titans, it shines through active events, views of Nashville and wall-to-wall televisions to become the ultimate sports betters dream.



OVERALL LOOK & FEEL



ROOFTOP SEATING OFFERINGS



GRAPHIC ELEMENTS



SPORTS BETTING CONCEPT



PATIO ATMOSPHERE



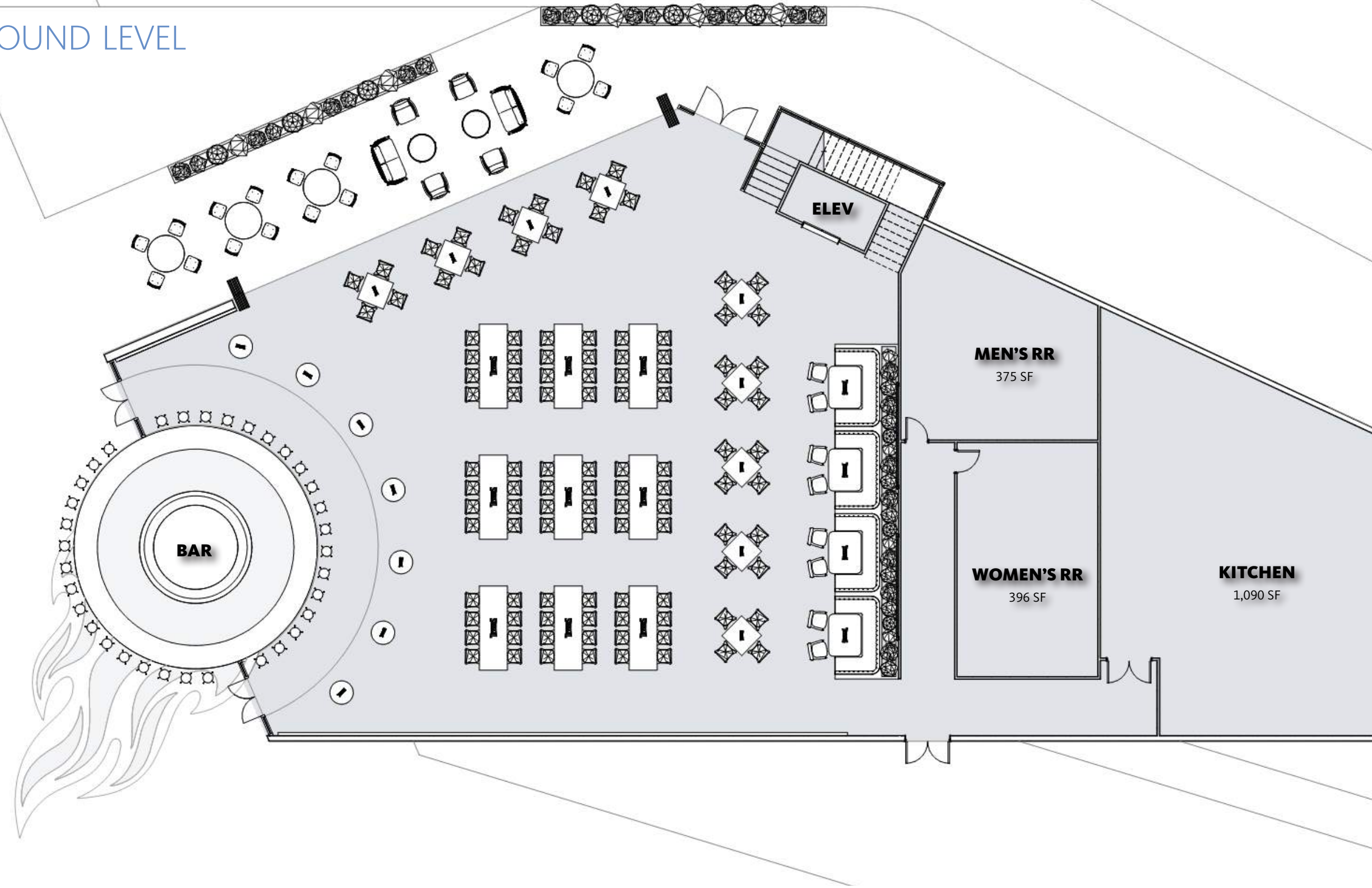
INTEGRATED GREENERY



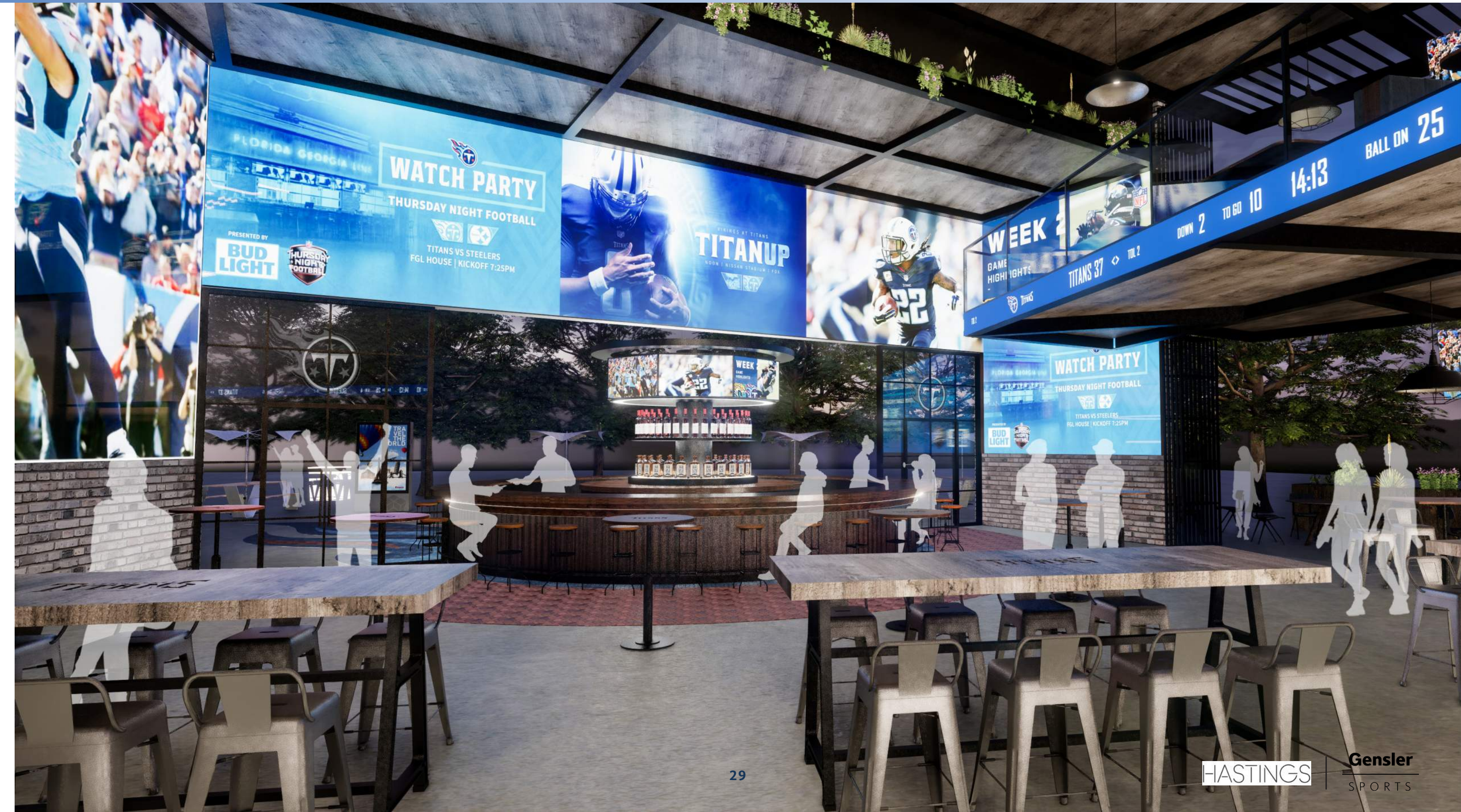
INDOOR + OUTDOOR BARS

FLOOR PLANS & RENDERINGS
SPORTS BAR

GROUND LEVEL

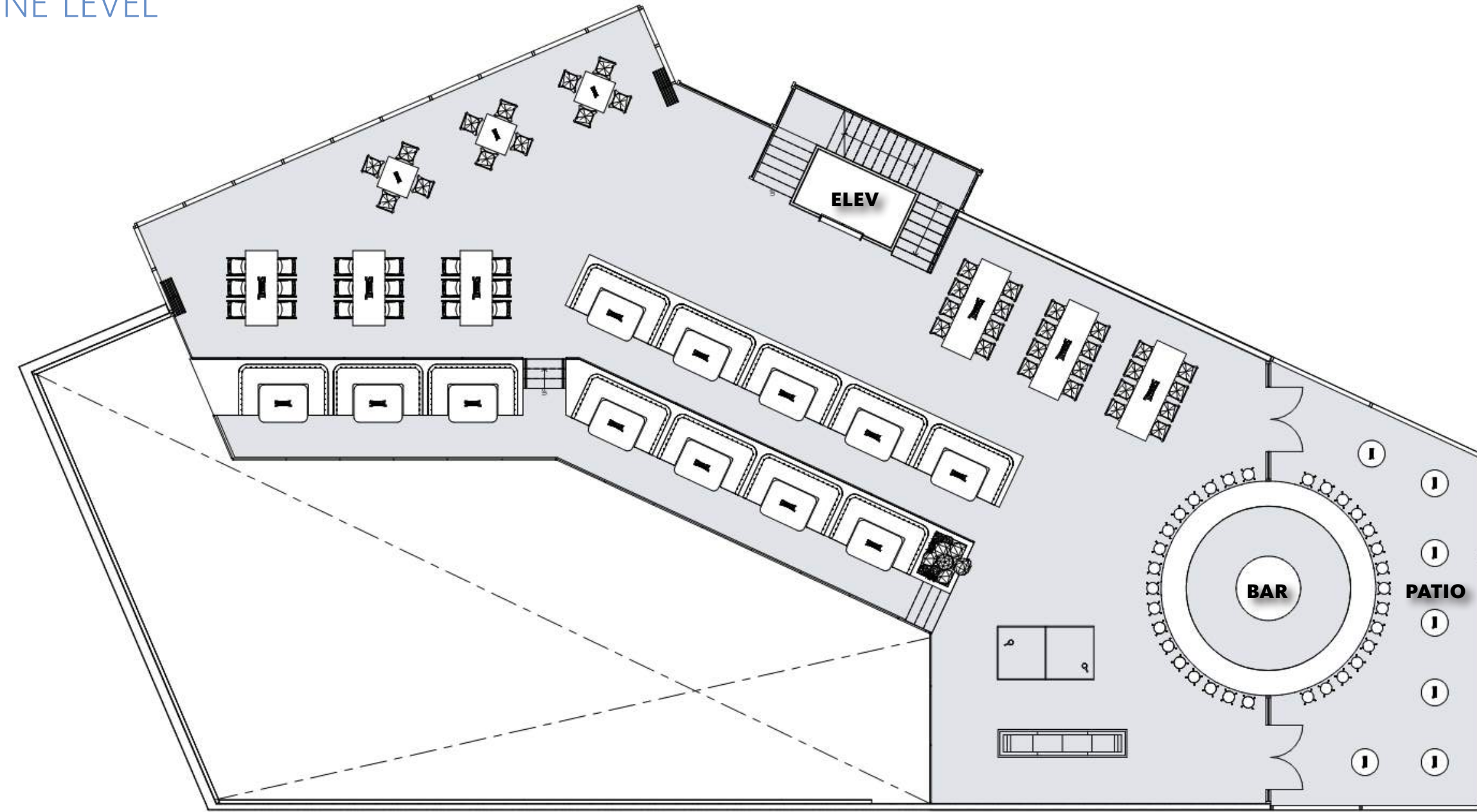


GROSS AREA : 6,864 SF
 USABLE AREA : 4,718 SF
 SF/PERSON : 15
 OCCUPANTS : 314
 SEAT COUNT : 218



FLOOR PLANS & RENDERINGS
SPORTS BAR

MEZZANINE LEVEL

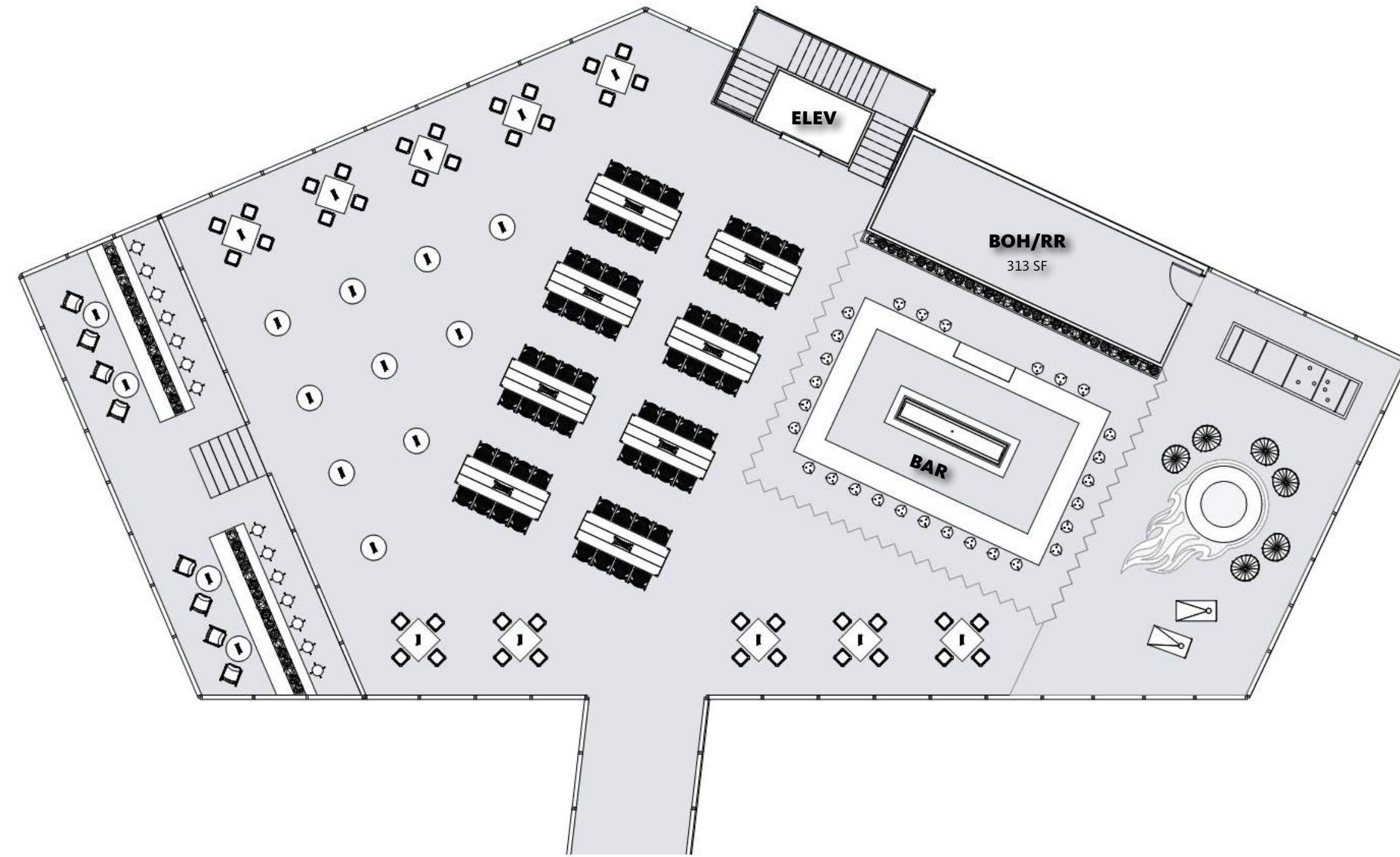


USABLE AREA : 4,820 SF
 SF/PERSON : 15
 OCCUPANTS : 320
 SEAT COUNT : 186



FLOOR PLANS & RENDERINGS
SPORTS BAR

ROOFTOP LEVEL



GROSS AREA : 6,480 SF
 USABLE AREA : 5,775 SF
 SF/PERSON : 15
 OCCUPANTS : 385
 SEAT COUNT : 208





SW ACTIVATION

A tribute to the past and the future, the Southwest Activation corner is a family attraction that allows fans to interact with built monuments that honor and reflect on the past Titans' memories.



DESIGN CONCEPT + INSPIRATION TITANS FAMILY ZONE



PROJECTIONS ON WATER FEATURE



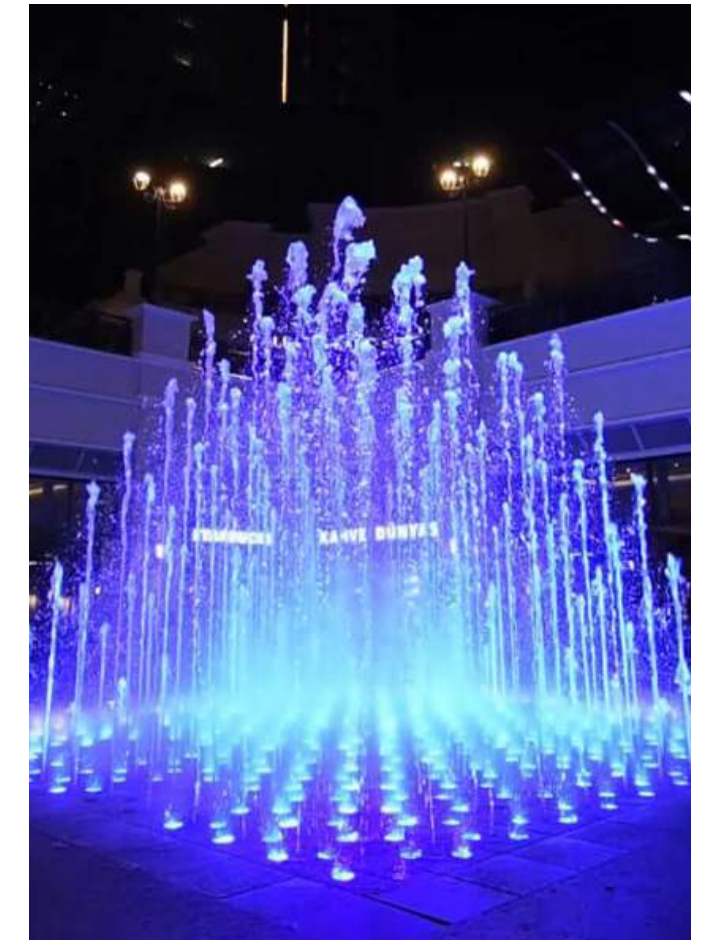
FAMILY CENTRIC



INTERACTIVE STATS



BUD ADAMS + OILERS HISTORY



LIGHTING CONTROL



ACTIVE PLAY

RENDERINGS & OVERVIEW
SW ACTIVATION



**“I DON’T THINK WE HAVE TO REBUILD, WE JUST HAVE
TO KEEP THEM GOING LIKE THEY PLAYED TODAY.”**

– BUD ADAMS

BUILDING EXTERIOR

01. NASHVILLE CULTURE

- NEIGHBORHOODS

XX-XX

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- GENERAL ADMISSION

- PREMIUM SPACES

- SEATING BOWL

XX-XX

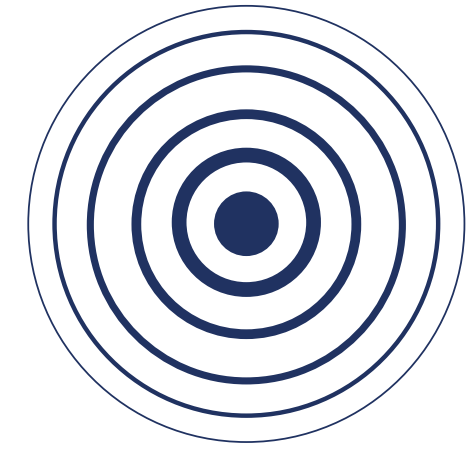
TWO-TONE



[PLACE HOLDER]
HASTINGS TO PROVIDE NEW IMAGE

- **Win, Serve, Entertain**
- **Out-Soul** the Competition
- **Defiance**, Growing, Changing
- **Outsiders** - Grit, Scrappy, Innovative
- Generational **Cross Section**
- Culturally **Dynamic** / Melting Pot
- **Two-Tone**
- Maker, Artisan, **Hand Crafted**
- Southern **Hospitality** / Welcoming
- **Iconic**
- Win on **Character**

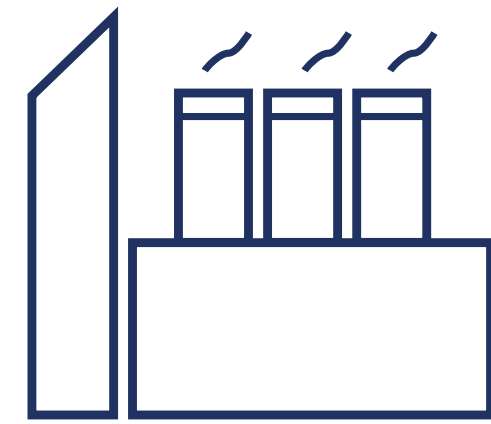




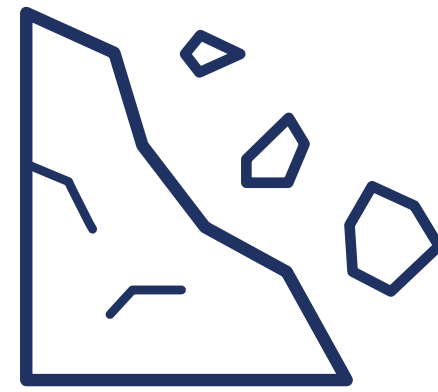
WATER RIPPLE / MOVEMENT



SOUND WAVES / RHYTHM



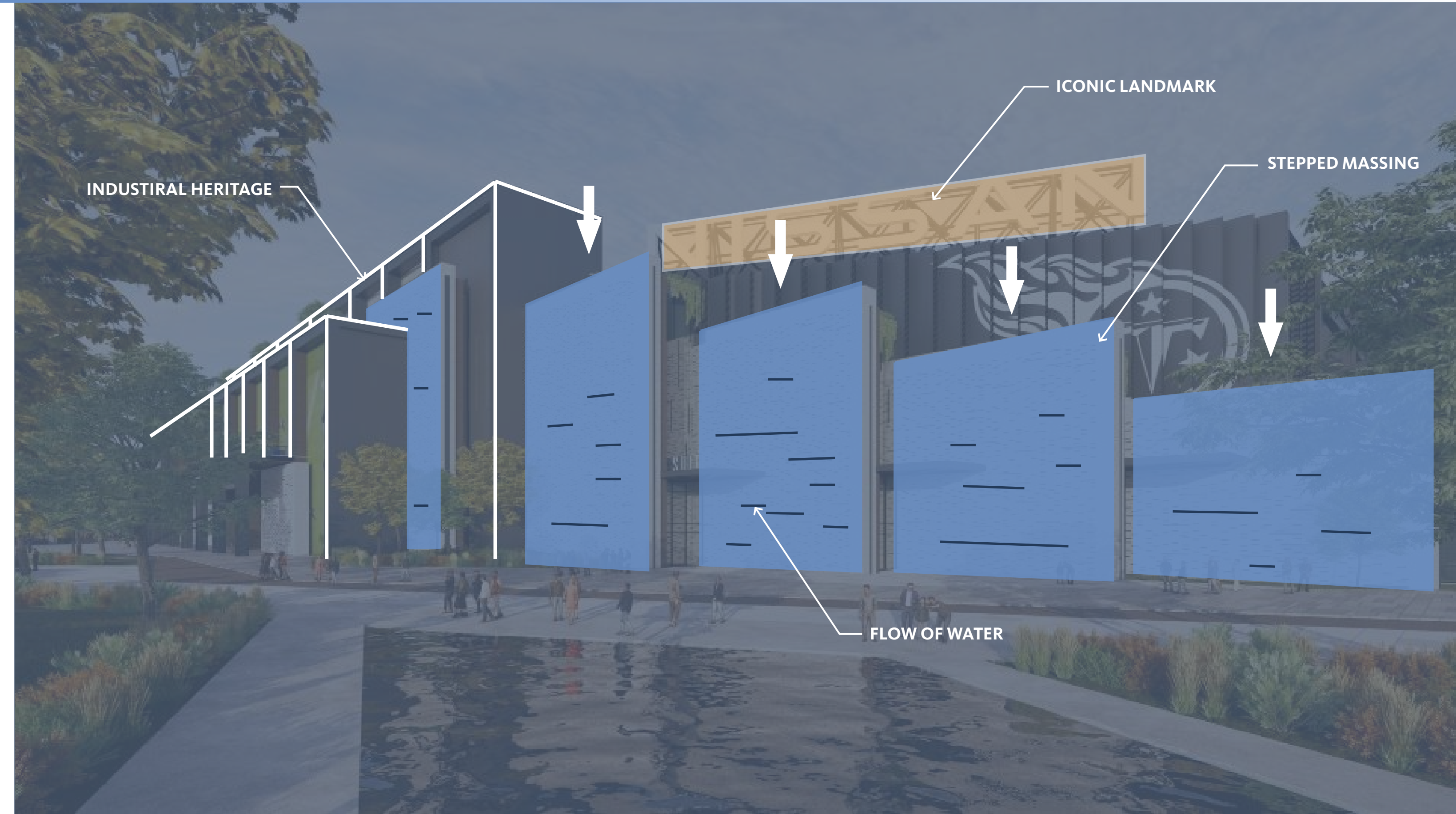
INDUSTRIAL HERITAGE / HISTORY



NATURAL EROSION / ORGANIC NATURE



OF THE NEIGHBORHOOD / CON-

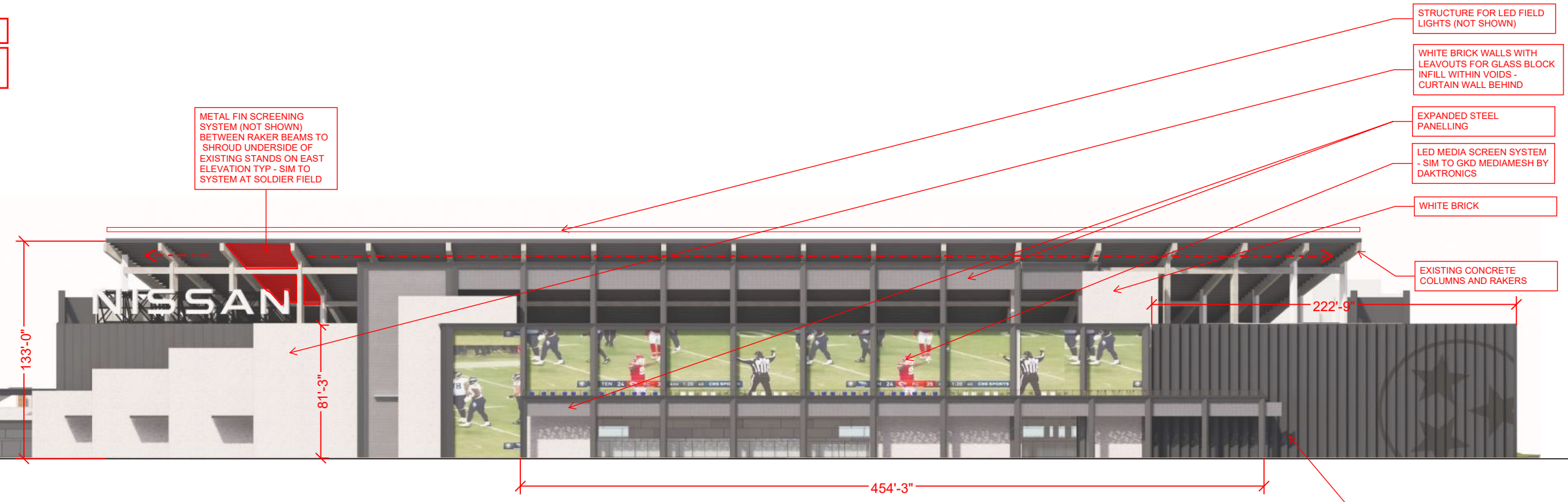


RENDERINGS
ELEVATION



NOTE: ALL DIMENSIONS ARE APPROXIMATE
 NOTE: ALL MATERIALS ARE PRELIMINARY AND SUBJECT TO CHANGE

METAL FIN SCREENING SYSTEM (NOT SHOWN) BETWEEN RAKER BEAMS TO SHROUD UNDERSIDE OF EXISTING STANDS ON EAST ELEVATION TYP - SIM TO SYSTEM AT SOLDIER FIELD



EAST ELEVATION - 1"=50'-0"

- STRUCTURE FOR LED FIELD LIGHTS (NOT SHOWN)
- WHITE BRICK WALLS WITH LEAVOUTS FOR GLASS BLOCK INFILL WITHIN VOIDS - CURTAIN WALL BEHIND
- EXPANDED STEEL PANELLING
- LED MEDIA SCREEN SYSTEM - SIM TO GKD MEDIAMESH BY DAKTRONICS
- WHITE BRICK

EXISTING CONCRETE COLUMNS AND RAKERS

HOT-ROLLED BLUE-GRAY STEEL PANELS - OPEN AIR RAMP SHROUD



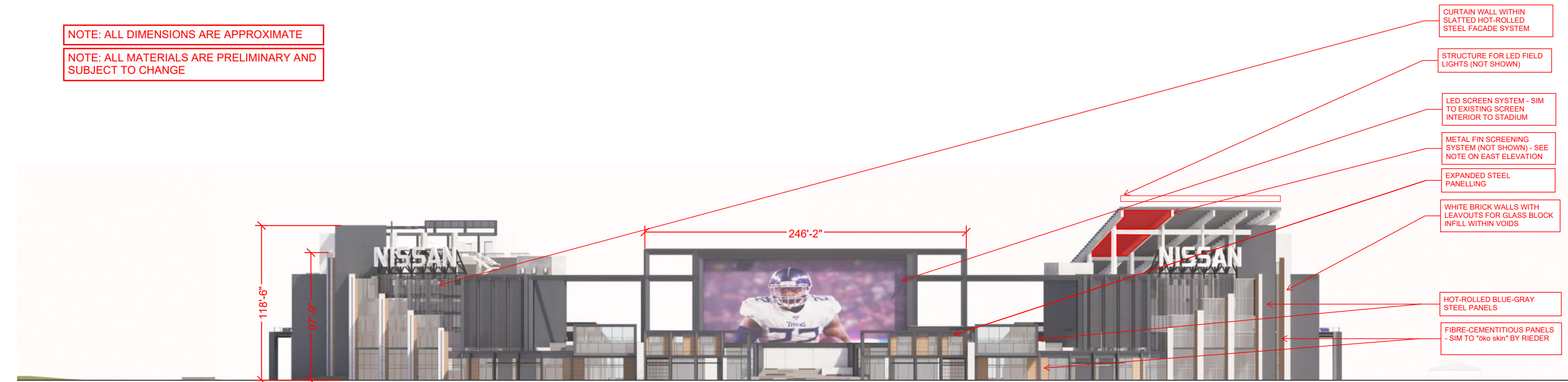
WEST ELEVATION - 1"=50'-0"

- STRUCTURE FOR LED FIELD LIGHTS
- WHITE BRICK
- LED MEDIA SCREEN SYSTEM - SIM TO GKD MEDIAMESH BY DAKTRONICS
- EXPANDED STEEL PANELLING
- SELF-ILLUMINATING SIGNAGE
- WHITE BRICK WALLS WITH LEAVOUTS FOR GLASS BLOCK INFILL WITHIN VOIDS
- HOT-ROLLED BLUE-GRAY STEEL PANELS
- FIBRE-CEMENTITIOUS PANELS - SIM TO "oko skin" BY RIEDER

DESIGN CONCEPT MATERIAL PALETTE
SOUTH ELEVATION

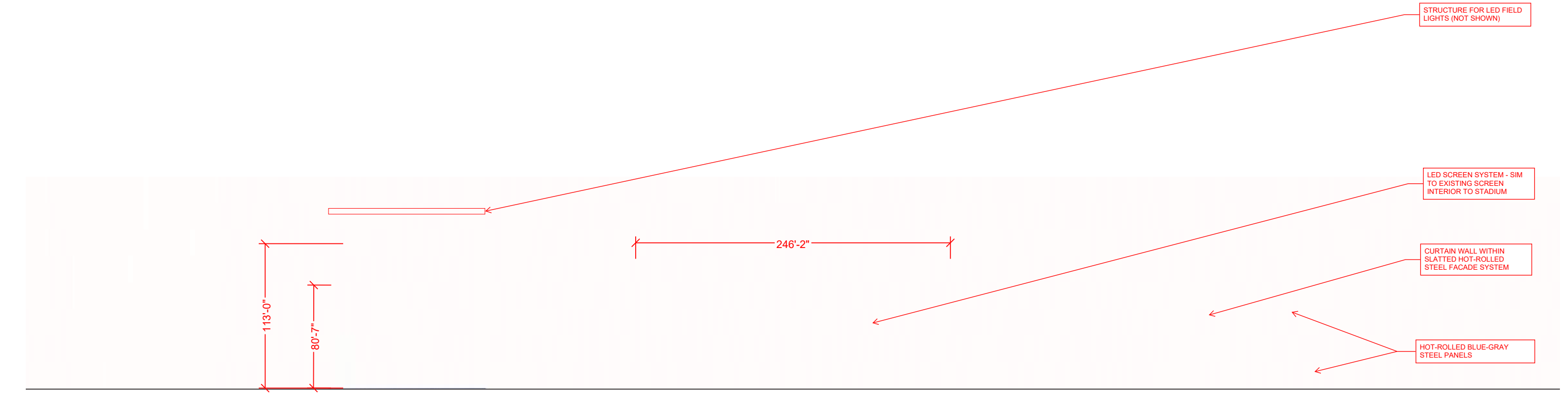
NORTH ELEVATION

NOTE: ALL DIMENSIONS ARE APPROXIMATE
 NOTE: ALL MATERIALS ARE PRELIMINARY AND SUBJECT TO CHANGE



- CURTAIN WALL WITH SLATTED HOT-ROLLED STEEL FACADE SYSTEM
- STRUCTURE FOR LED FIELD LIGHTS (NOT SHOWN)
- LED SCREEN SYSTEM - SIM TO EXISTING SCREEN INTERIOR TO STADIUM
- METAL FIN SCREENING SYSTEM (NOT SHOWN) - SEE NOTE ON EAST ELEVATION
- EXPANDED STEEL PANNELLING
- WHITE BRICK WALLS WITH LEAVOUTS FOR GLASS BLOCK INFILL WITHIN VOIDS
- HOT-ROLLED BLUE-GRAY STEEL PANELS
- FIBRE-CEMENTITIOUS PANELS - SIM TO "oko skin" BY RIEDER

SOUTH ELEVATION - 1"=50'-0"



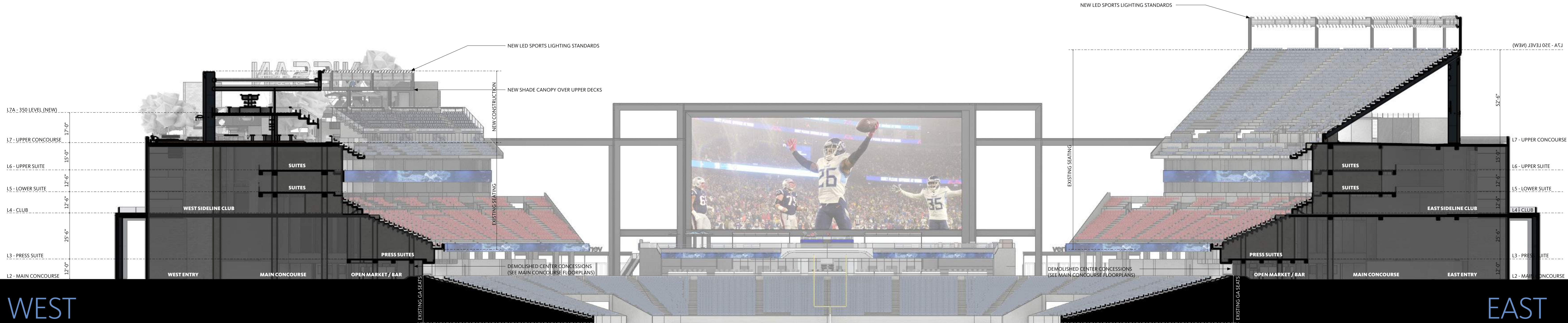
- STRUCTURE FOR LED FIELD LIGHTS (NOT SHOWN)
- LED SCREEN SYSTEM - SIM TO EXISTING SCREEN INTERIOR TO STADIUM
- CURTAIN WALL WITH SLATTED HOT-ROLLED STEEL FACADE SYSTEM
- HOT-ROLLED BLUE-GRAY STEEL PANELS

NORTH ELEVATION - 1"=50'-0"

RENDERINGS
WEST WATERFRONT ELEVATION



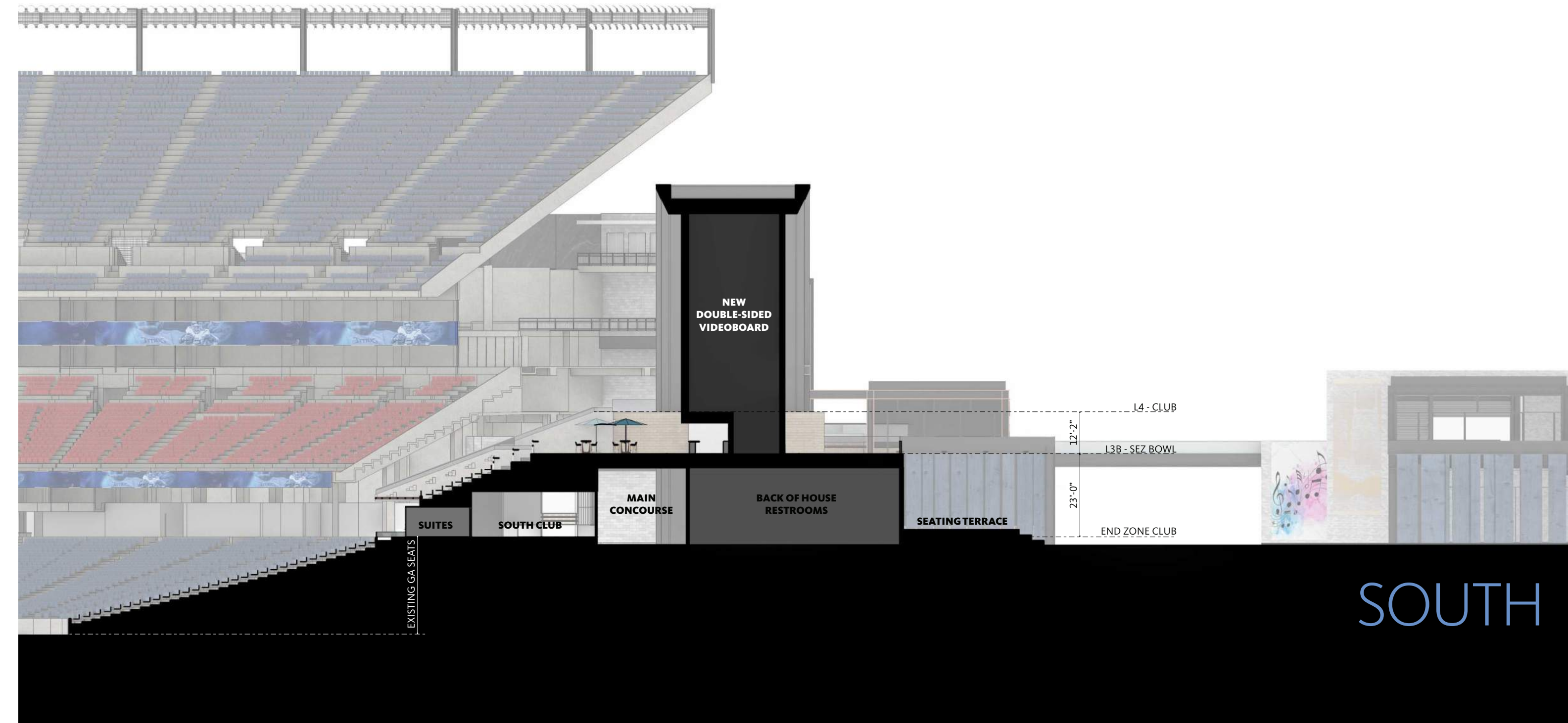
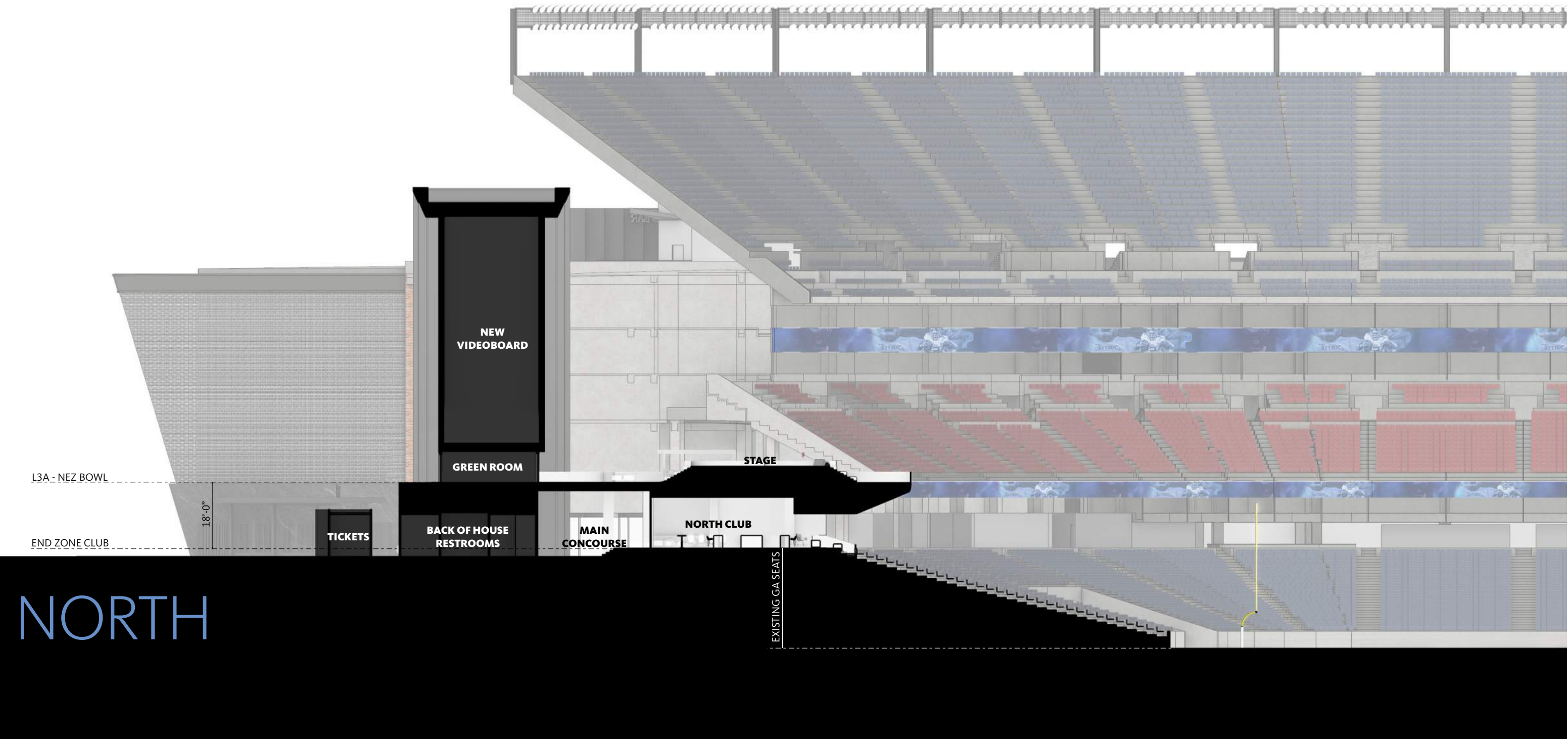
NISSAN STADIUM CONCEPT EAST - WEST SECTIONAL DRAWING



WEST

EAST

NORTH - SOUTH SECTIONAL DRAWING



A night-time photograph of Nissan Stadium, illuminated with lights. The stadium's name "NISSAN STADIUM" is visible on the facade. The image is dark and serves as a background for the title.

STADIUM DESIGN CONCEPTS

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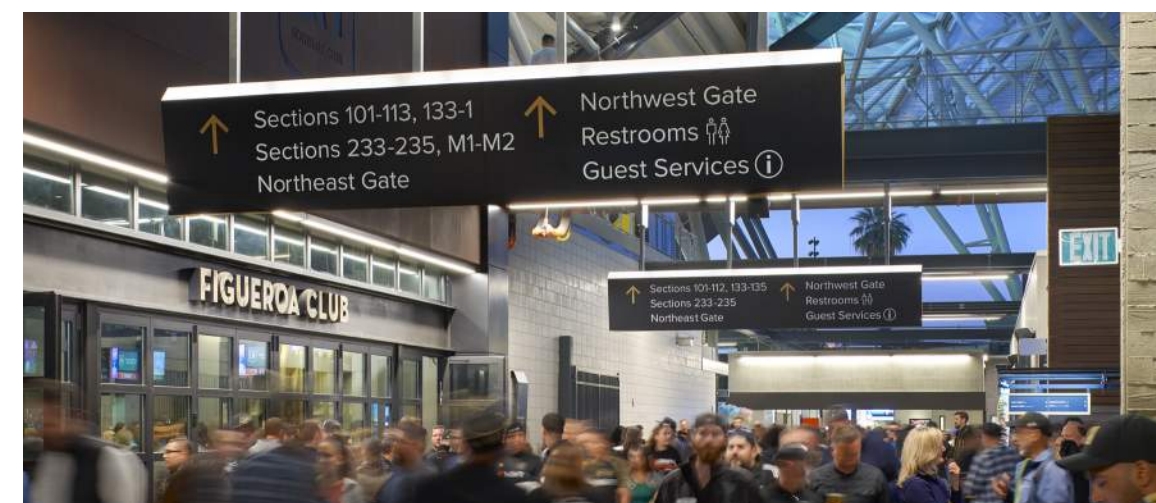
GENERAL ADMISSION



CONNECT THE CONCOURSE TO THE GAME

GA CONCOURSES

The main concourse's organizational strategy is vital to the enhancement of the fan experience from before arriving at the stadium to sitting in your seat. The main concourse has interventions both diversifying the seating products for general admission, as well as enhancing that concourse experience and connecting you back to the game.



ENHANCED FAN EXPERIENCE AT MAIN ENTRIES



[PLACE HOLDER]
GENSLER TO PROVIDE NEW IMAGE



[PLACE HOLDER]
GENSLER TO PROVIDE NEW IMAGE

RENDERINGS

CONNECTING THE CONCOURSE TO THE GAME



3HUNDRED URBAN ROOFTOP

3HUNDRED URBAN ROOFTOP

The Upper Concourse, "3Hundred Urban Rooftop", pays tribute to the serene landscape and natural beauty of Tennessee. The character of the space is inspired by the rolling hills, with soft organic shapes, landscape pulled in, and color palettes reflective of the lush landscape and rich earth.



OUTDOOR ATMOSPHERE



ROLLING HILLS INSPIRTION



SKYLINE VIEW



SCENIC VIEWS



MUSIC STAGE

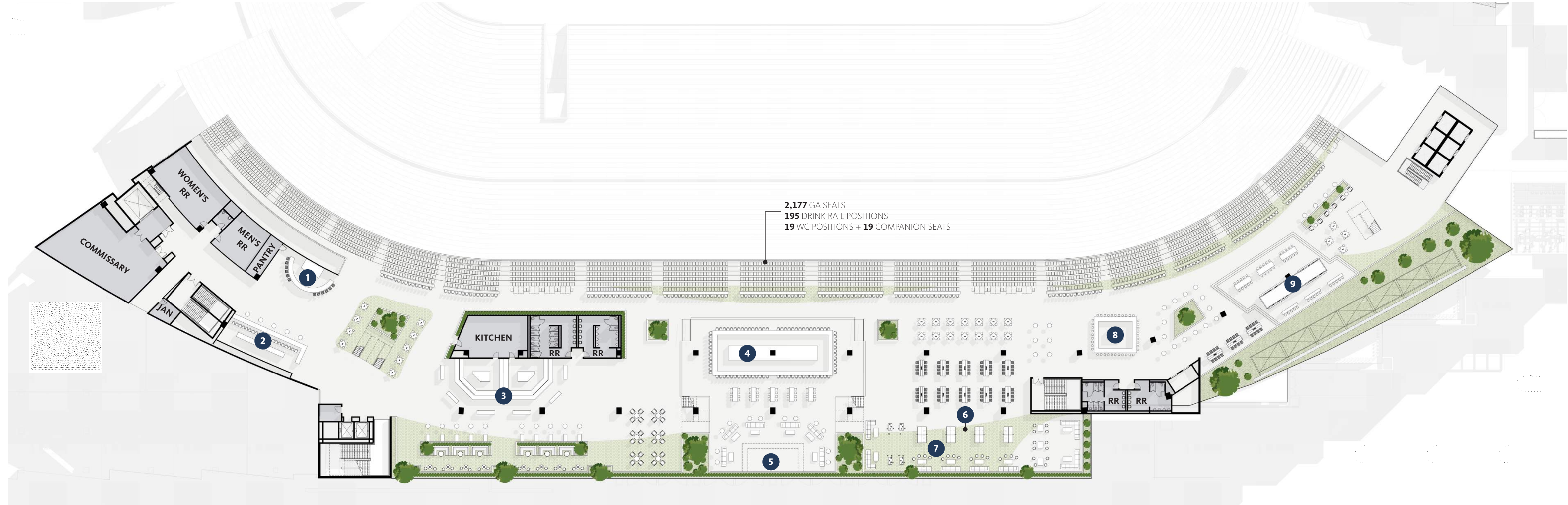


DIVERSE SEATING GROUPS



LUSH LANDSCAPE

3HUNDRED URBAN ROOFTOP



300 LEVEL UPPER CONCOURSE
USABLE SF: 44,000

1	FOOD SERVICE:	380
2	BAR:	790
3	GRAB N GO BUFFET:	1,150
4	50 YARD LINE BAR:	1,660
5	TEMPORARY STAGE (DAY OF GAME):	350
6	TEMPORARY STAGE (EVENT):	1,000
7	GAME ZONE:	1,500
8	BAR:	480
9	FOOD SERVICE:	325
SEAT COUNT + DRINK RAIL:		2,410
EXTRA SRO / ROAMING:		520
TOTAL CAPACITY:		2,930
SF/PER PERSON:		15 SF

RENDERINGS
3HUNDRED URBAN ROOFTOP





3 HUNDRED URBAN ROOFTOP

The West Upper decks continue to pay homage to the great state of Tennessee. The canopy is shaped to highlight the states outline, with the decks below divided to form the 3 Grand Divisions. Flooring patterns and finishing will be used to help accentuate this call to the map. The overarching aesthetic of the upper decks will be urban Tennessee, and the Food & Bev options will take on influences from the 3 Grand Divisions - specifically highlighting Memphis, Nashville & Knoxville.

DESIGN CONCEPT + INSPIRATION

GRAND DIVISIONS UPPER DECKS



ICONIC FEATURE BAR



SHADED CANOPY CONCEPT



DRINK RAIL REFERENCE

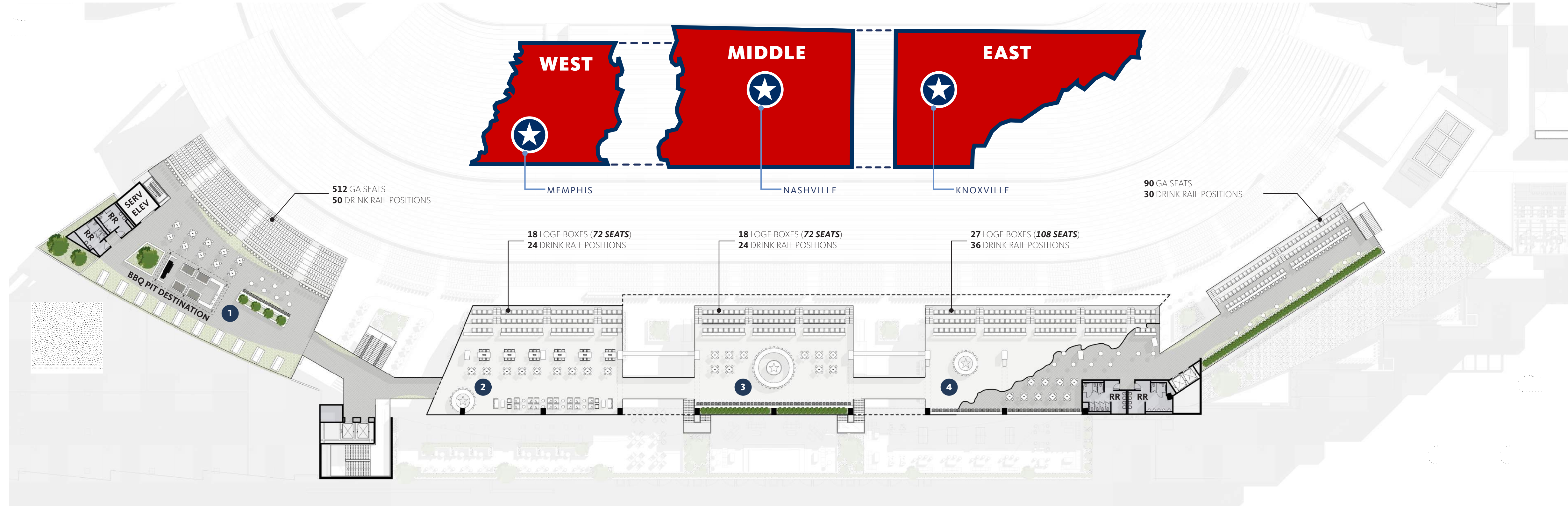


TEAM COLORS INFUSED



LOCAL BAR ATTRACTION

GRAND DIVISIONS UPPER DECKS



350 LEVEL UPPER DECKS
USABLE SF: 21,400

- 1 BBQ PIT DESTINATION: 700
- 2 MEMPHIS F&B: 200
- 3 ICONIC NASHVILLE BAR: 400
- 4 KNOXVILLE F&B: 200

SEAT COUNT + DRINK RAIL: 1,018
EXTRA SRO / ROAMING: 412
TOTAL CAPACITY: 1,430
SF/PER PERSON: 15 SF

RENDERINGS
3HUNDRED URBAN ROOFTOP



3HUNDRED URBAN ROOFTOP CANOPY



CONTROLLED TRANSPARENCY



CUSTOM FRIT PATTERN DESIGN



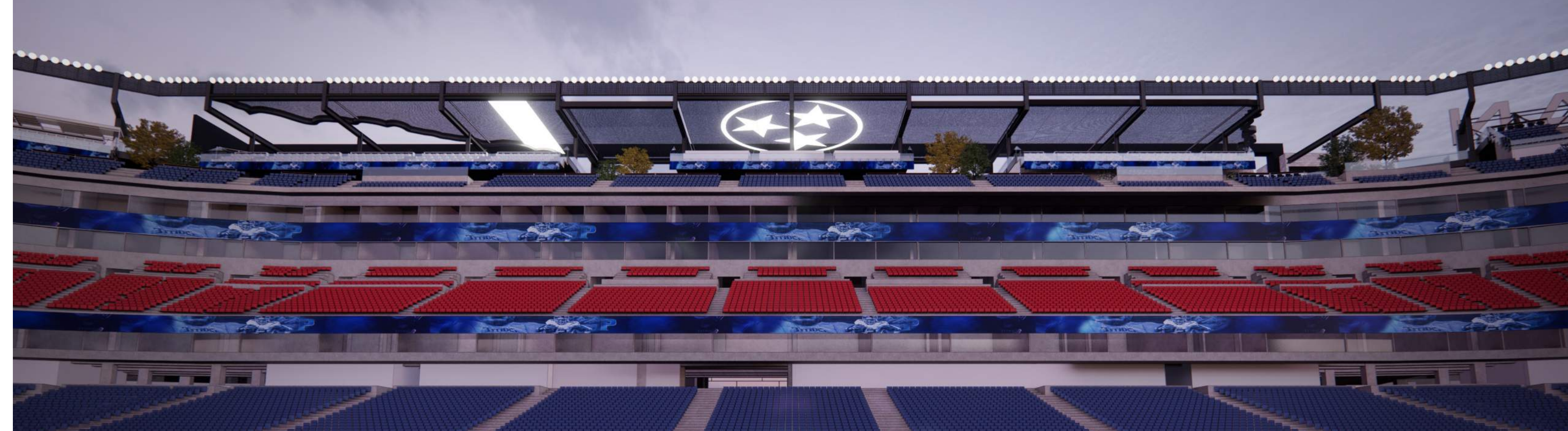
TRANSPARENCY GRADIENTS



INTEGRATED LED LIGHTING



BRANDING MOMENT



3 HUNDRED URBAN ROOFTOP CANOPY



CANOPY IN CLOSED POSITION



CANOPY IN OPEN POSITION

PREMIUM CLUBS & SPACES

DESIGN CONCEPT + INSPIRATION
MUSIC CITY

FIELD CLUB

Throughout the club Nashville's lively music scene is translated into subtle yet sophisticated design elements. At the arrival the light fixtures, millwork, and artwork pull inspiration from musical cues. The lobby welcomes guest to a memorabilia exhibition that establishes the timeless design in the club. We create balance in the Field Club by complementing rich blues with warm tones of wood.



BANQUETTE SEATING



WHISKEY CELLAR



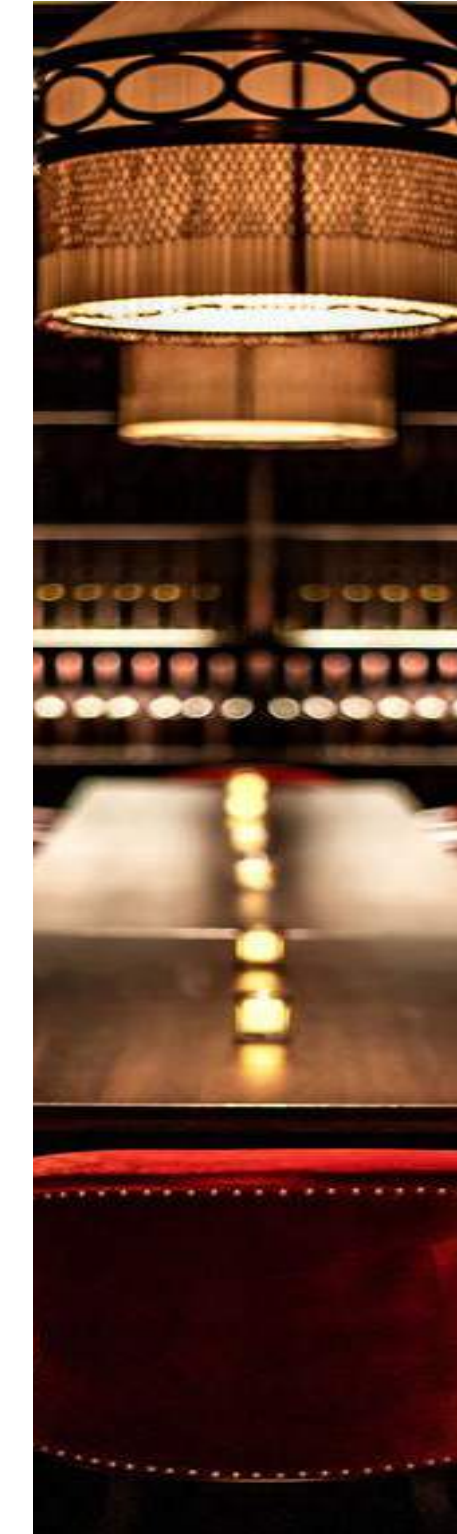
MUSIC CUES



STONE ACCENTS



FEATURE BAR



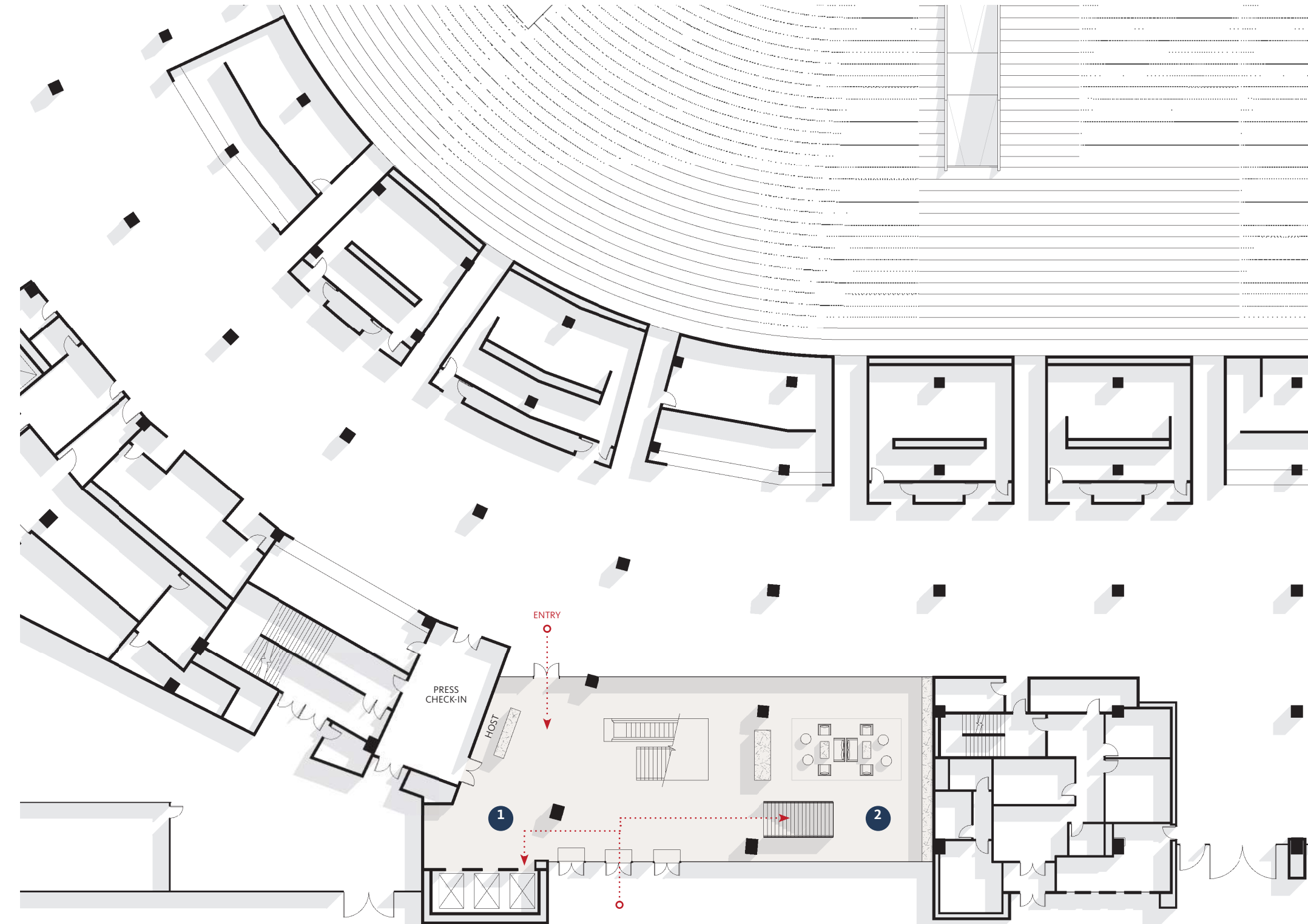
SPEAKEASY CONCEPT



RECEPTION AREA

FIELD CLUB

MAIN CONCOURSE LEVEL



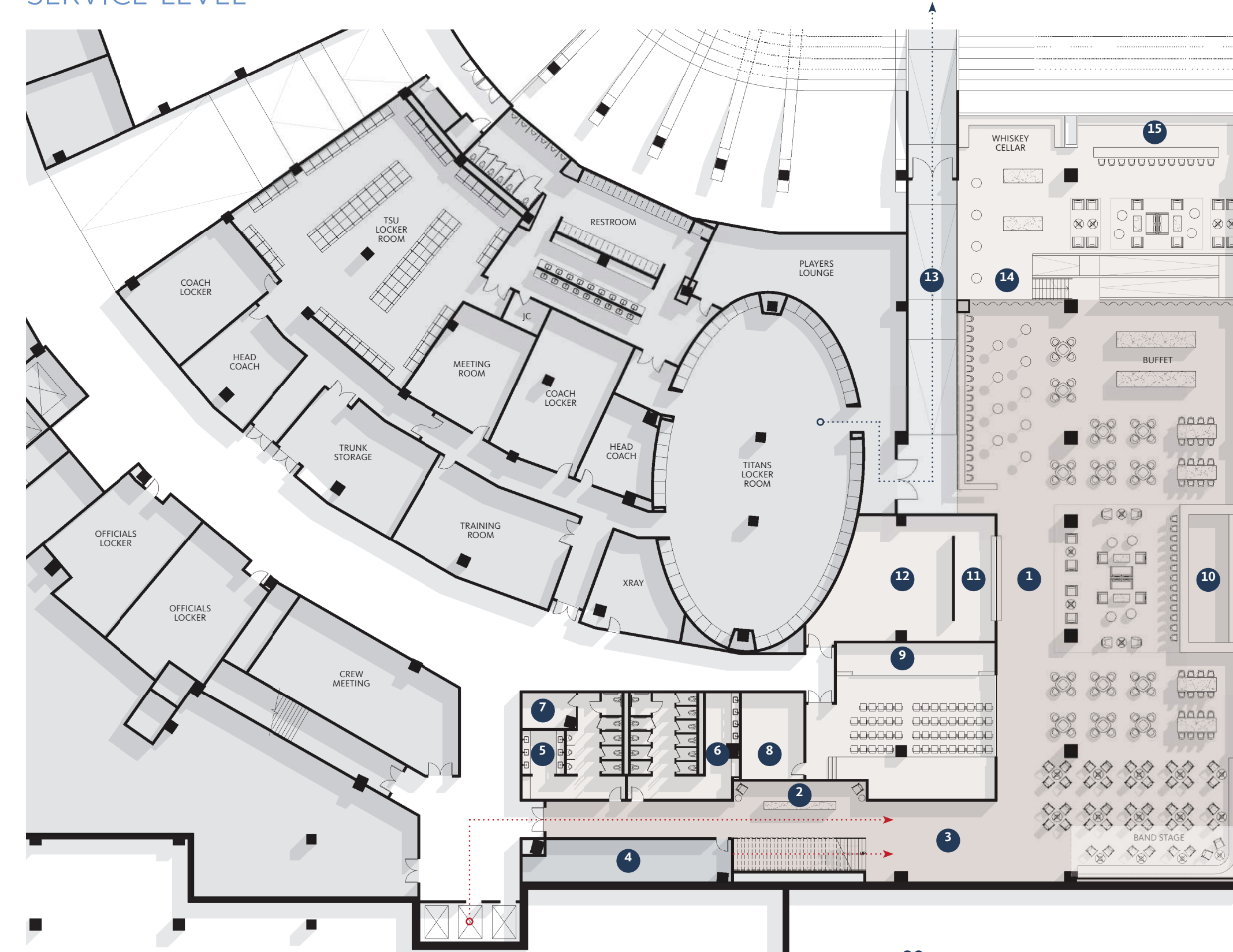
VIP LOBBY INTERIOR USABLE SF : 4,556

- 1 LOBBY
- 2 MERCH STORE

EXCLUSIVE MERCH STORE REFERENCE



SERVICE LEVEL



FIELD CLUB INTERIOR USABLE SF : 14,943

- 1 FIELD CLUB : 8,830
- 2 RECEPTION : 165
- 3 EXHIBITION AREA : 560
- 4 STORAGE : 529
- 5 M RESTROOMS : 511
- 6 W RESTROOMS : 630
- 7 JANITOR'S CLOSET : 112
- 8 STORAGE : 333
- 9 INTERVIEW ROOM : 1,654
- 10 MAIN BAR : 567
- 11 SHOW KITCHEN : 324
- 12 BOH KITCHEN : 925
- 13 PLAYERS TUNNEL : 1,567
- 14 SPEAKEASY : 2,208
- 15 SPEAKEASY BAR : 472

SEAT COUNT + SRO : 290
SF/PER PERSON : 15
NO. OF CLUB PATRONS : 996

RENDERINGS
FIELD CLUB





DESIGN CONCEPT + INSPIRATION
EAST NASHVILLE

EAST SIDELINE CLUB

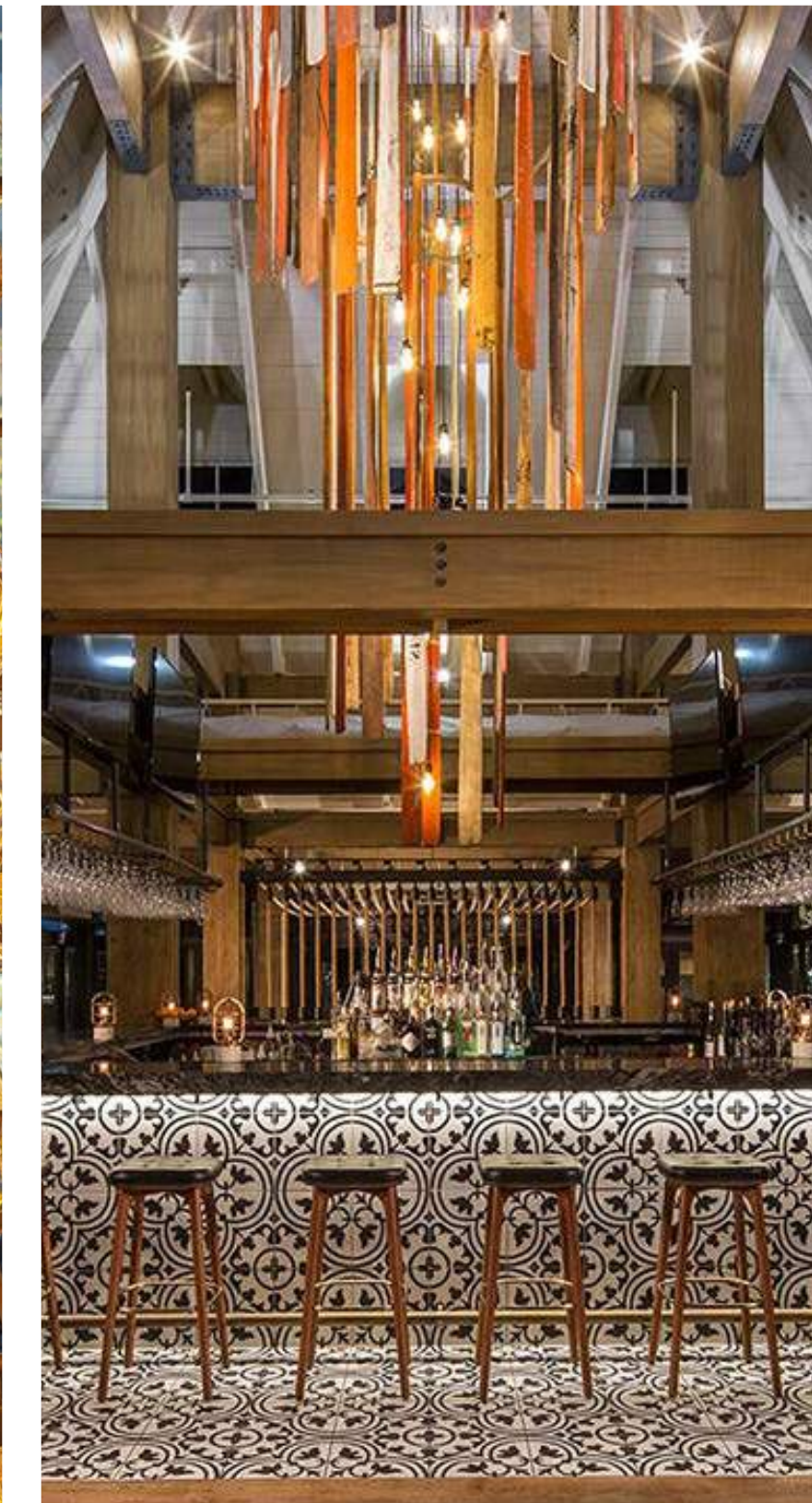
The East Sideline Club overlooks East Nashville and naturally is inspired by artsy, cultural, and eclectic area. A unique experience is created with a central feature bar, a mix of seating offerings, an intimate live music stage, and curated art selections.



OVERALL LOOK & FEEL



GRAND CHANDELIER



CENTRAL FEATURE BAR



LOCAL BREWERY INFLUENCES

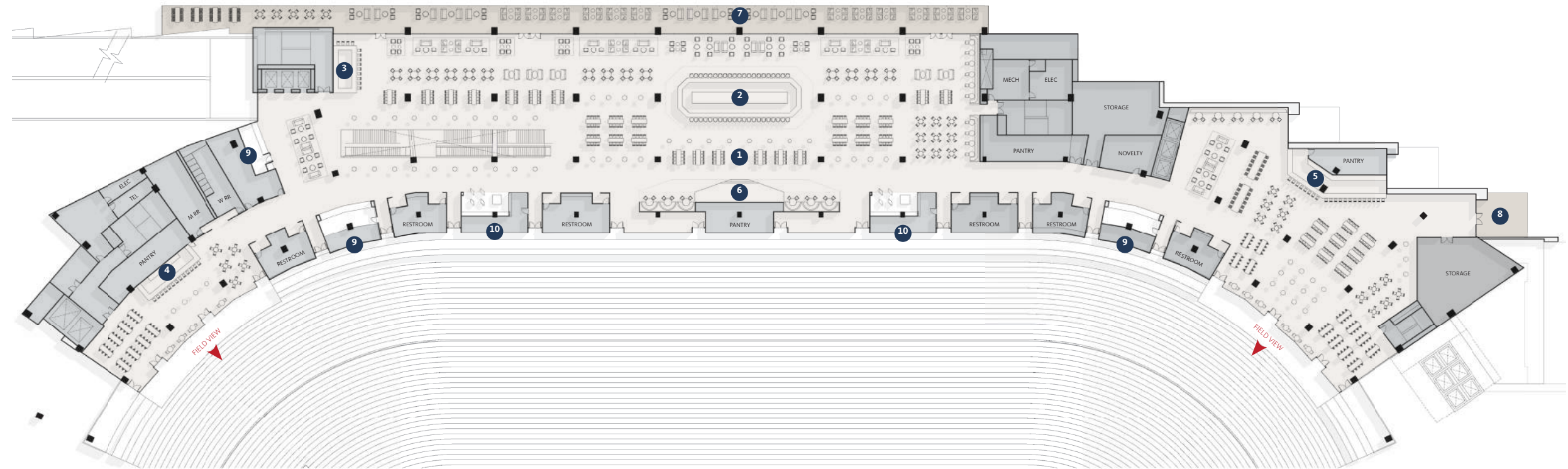


CURATED ARTWORK



WOOD ACCENTS

FLOOR PLAN & RENDERINGS
EAST SIDELINE CLUB

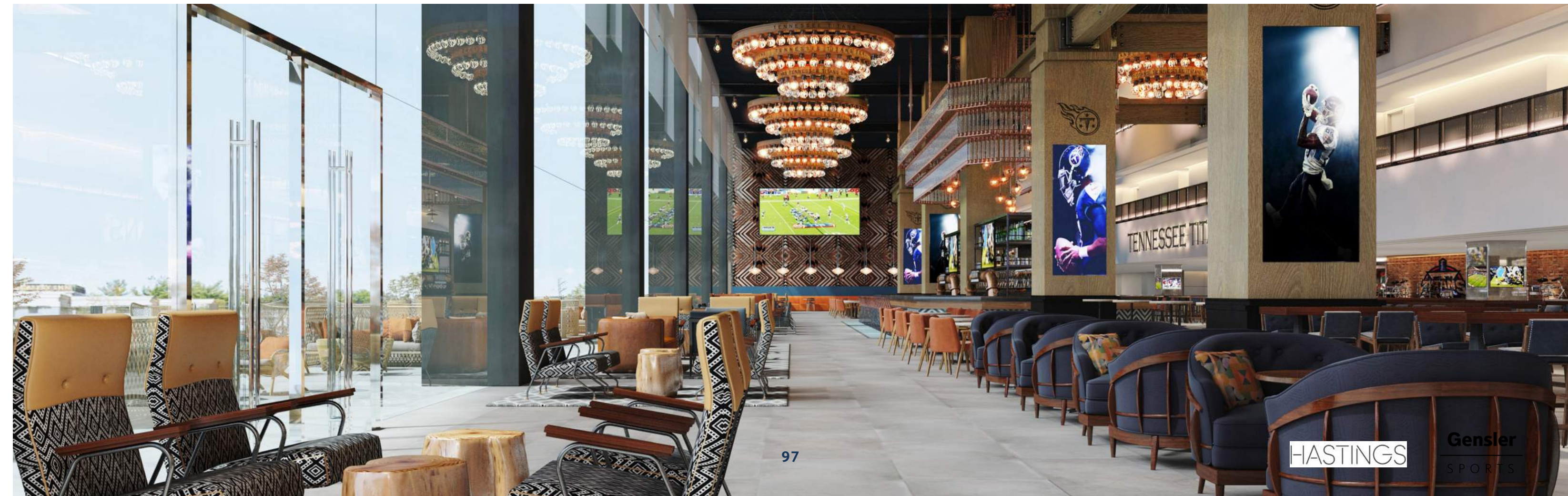


EAST SIDELINE CLUB
USABLE SF:

55,205

- 1 WEST SIDELINE CLUB : 45,512
- 2 MAIN BAR : 1,252
- 3 BAR : 305
- 4 NE BAR : 350
- 5 SE BAR : 700
- 6 STAGE : 426
- 7 MAIN BALCONY : 6,206
- 8 SE BALCONY : 605
- 9 CONCESSION : 332
- 10 GRAB & GO : 300

SEAT COUNT + SRO : 1,335
 SF/PER PERSON : 9
 NO. OF CLUB PATRONS : 6,030



WEST SIDELINE CLUB

The West Sideline Club takes cues from the unique lush landscaping surrounding the Nissan Stadium. An elevated experience is created by the materials and textures from warm woods, natural stones and accent metals. Overlooking Downtown Nashville skyline, the layout is inspired from the classic local live venue allowing guests to have an amazing view from any angle inside the club.

DESIGN CONCEPT + INSPIRATION

CUMBERLAND PARK



FEATURE MUSIC STAGE



WARM WOOD ACCENTS



BANQUETTE SEATING

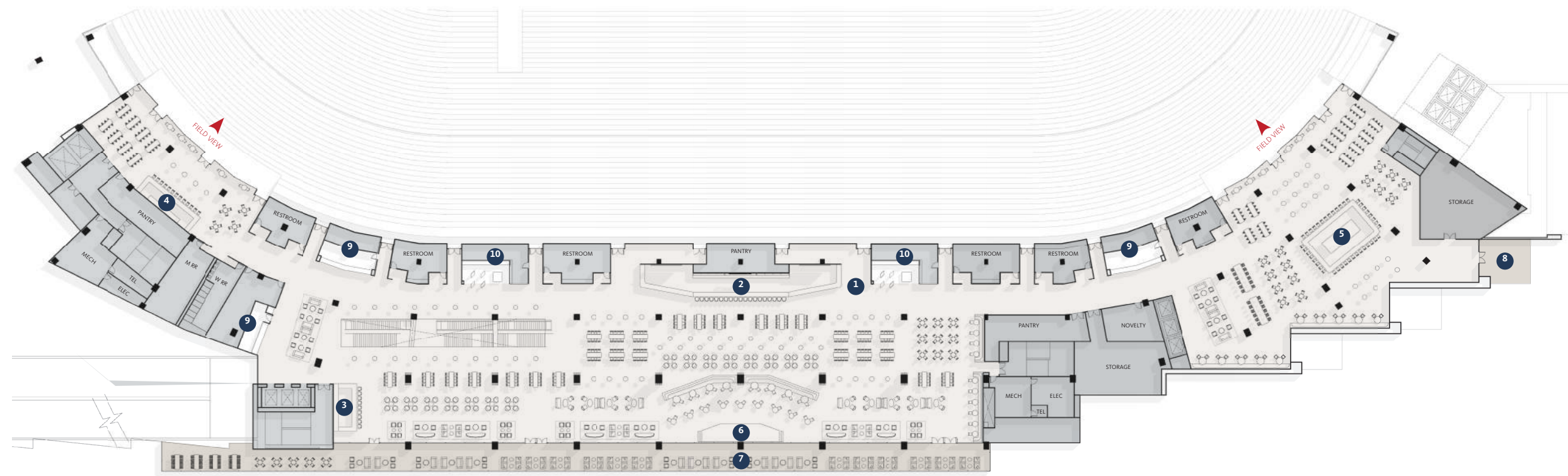


OVERALL LOOK & FEEL



INTEGRATED GREENERY

FLOOR PLAN & RENDERINGS
WEST SIDELINE CLUB



WEST SIDELINE CLUB
USABLE SF: 55,205

1	WEST SIDELINE CLUB :	46,385
2	MAIN BAR :	1,416
3	BAR :	305
4	NW BAR :	350
5	SW BAR :	788
6	STAGE :	416
7	MAIN BALCONY :	6,206
8	SW BALCONY :	605
9	CONCESSION :	332
10	GRAB & GO :	300
SEAT COUNT + SRO :		830
SF/PER PERSON :		9
NO. OF CLUB PATRONS :		6,030



SONG WRITING CAFE

NORTH END ZONE

Singer-songwriters flock to Nashville every day to follow the footsteps of the city's most renowned country legends, hoping of breaking onto the bustling music scene. The Theater Boxes celebrates the one-of-a-kind experiences found in the local listening / song-writing venues of Music City. Industrial details, warm textures, and local artwork set the tone.



OVERALL LOOK & FEEL



INDUSTRIAL DETAILS



F&B MENU DISPLAY



COMMUNAL SEATING



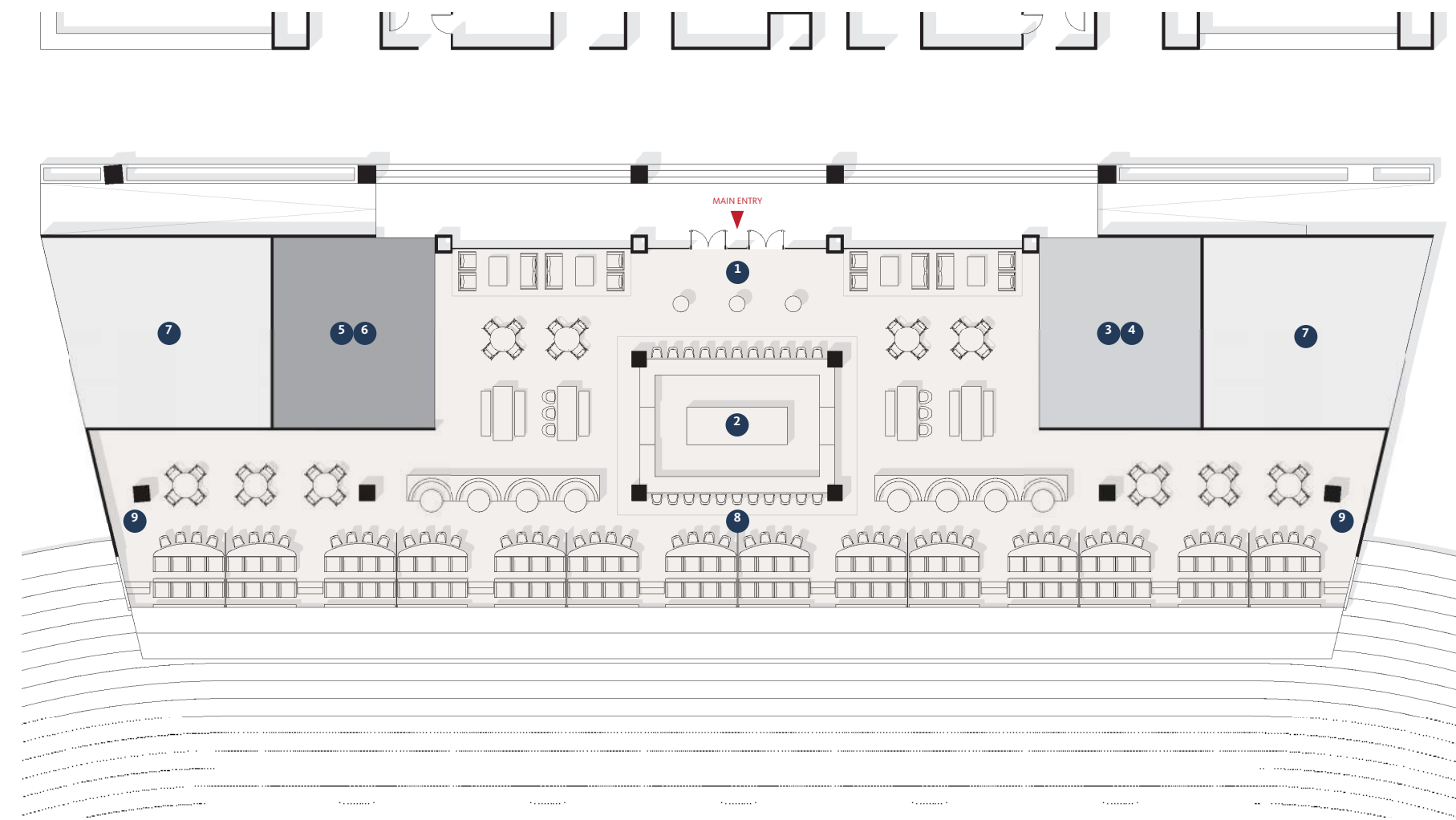
FEATURE BAR



BUILT-IN BANQUETTES

NORTH END ZONE THEATER BOXES & CLUB

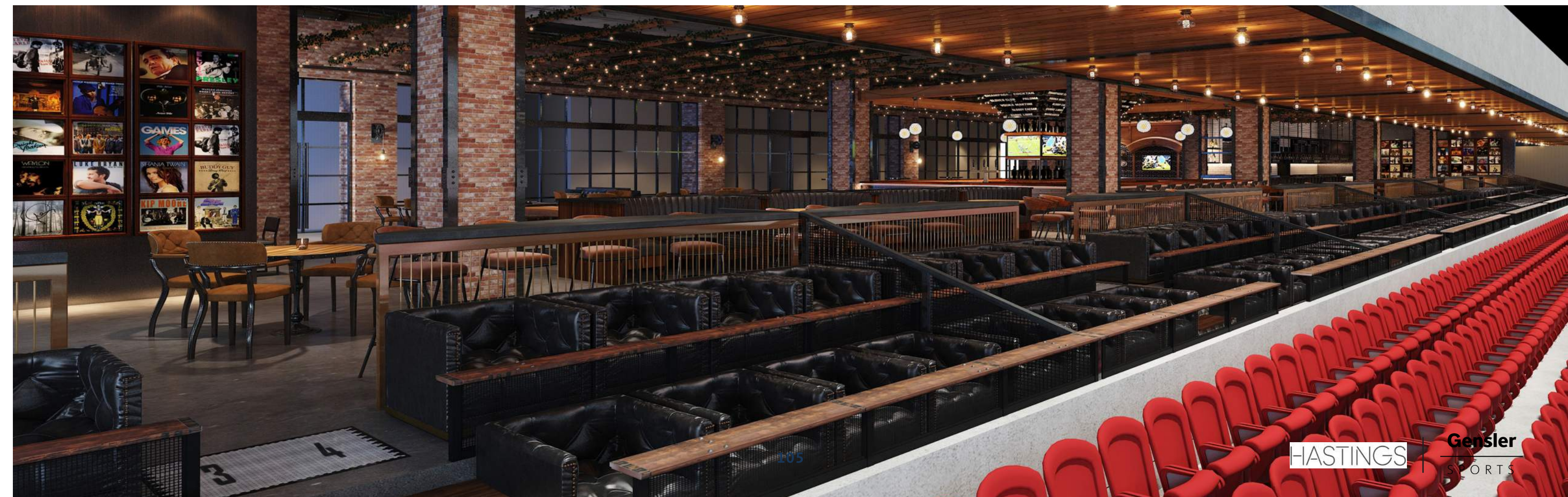
CLUB LEVEL



NORTH END ZONE CLUB

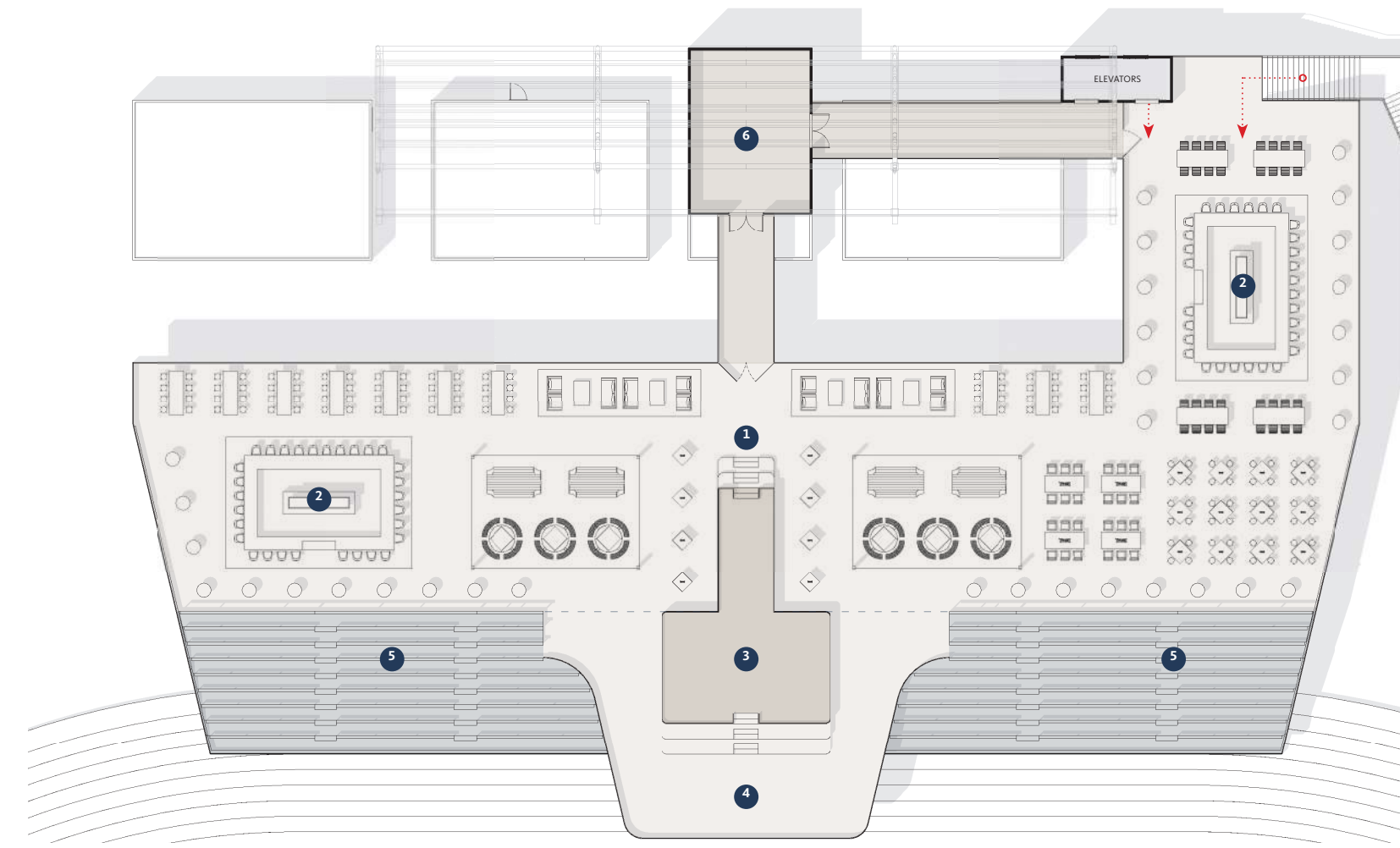
INTERIOR USABLE SF: 4,650

1 NEZ CLUB :	4,650	5 W RESTROOMS :	375	SEAT COUNT + SRO :	205
2 MAIN BAR :	633	6 M RESTROOMS :	375	SF/PER PERSON :	12
3 FOOD SERVICE :	375	7 GRAB & GO MARKET :	970	NO. OF CLUB PATRONS :	387
4 PANTRY :	375	8 TYP THEATER BOX (10) :	196	NO. OF TICKET SEATS :	280
		9 CORNER THEATER BOX (2) :	244		



NORTH END ZONE SEATING & BAR DECK

SEATING DECK



NORTH END ZONE
USABLE SF: 10,228

1 NORTH END ZONE :	10,337	SEAT COUNT + SRO :	508
2 BAR :	886	SF/PER PERSON :	12
3 STAGE :	962	NO. OF CLUB PATRONS :	861
4 STAGE SRO :	1,455		
5 SUPPORTERS SECTION :	3,360	NO. OF SUPPORTERS SECTION :	590
6 GREEN ROOM :	610	NO. OF STAGE SRO :	60
		TOTAL NO. OF TICKET SEATS :	650



SOUTH END ZONE

East Nashville is rooted with culturally diverse areas, eclectic vibes, and historic architecture dating back to the early 1900s. Here the design is a playful mix of the refined and rustic with artful, one of kind authentic details. The suites maintain consistent design and have a understated casual luxurious vibe featuring local artist work.

DESIGN CONCEPT + INSPIRATION

EAST NASHVILLE INSPIRATION



LOCAL ARTWORK



SEAT OFFERINGS



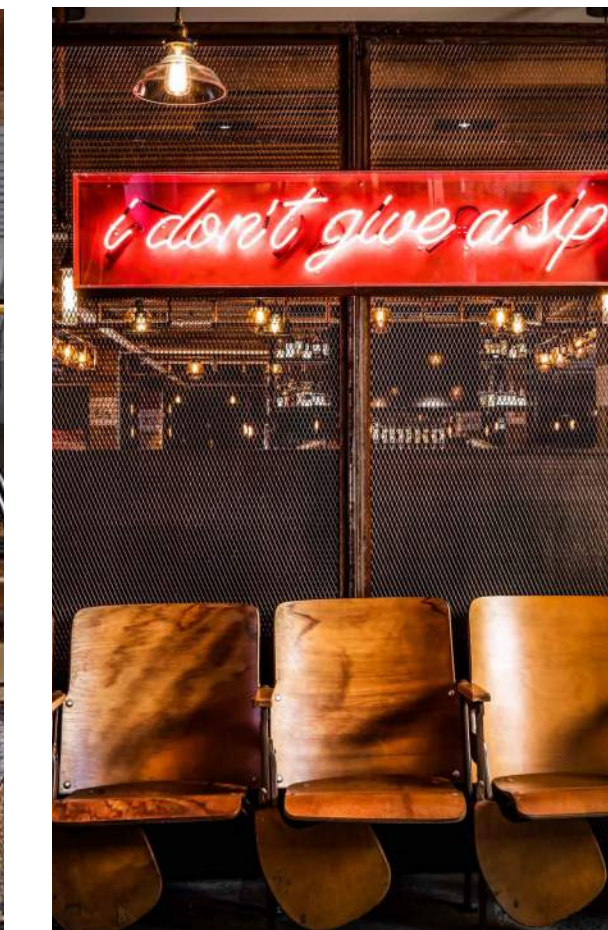
ACCENT TILE



CENTRAL FEATURE BAR



COLOR PALETTE INSPIRATION



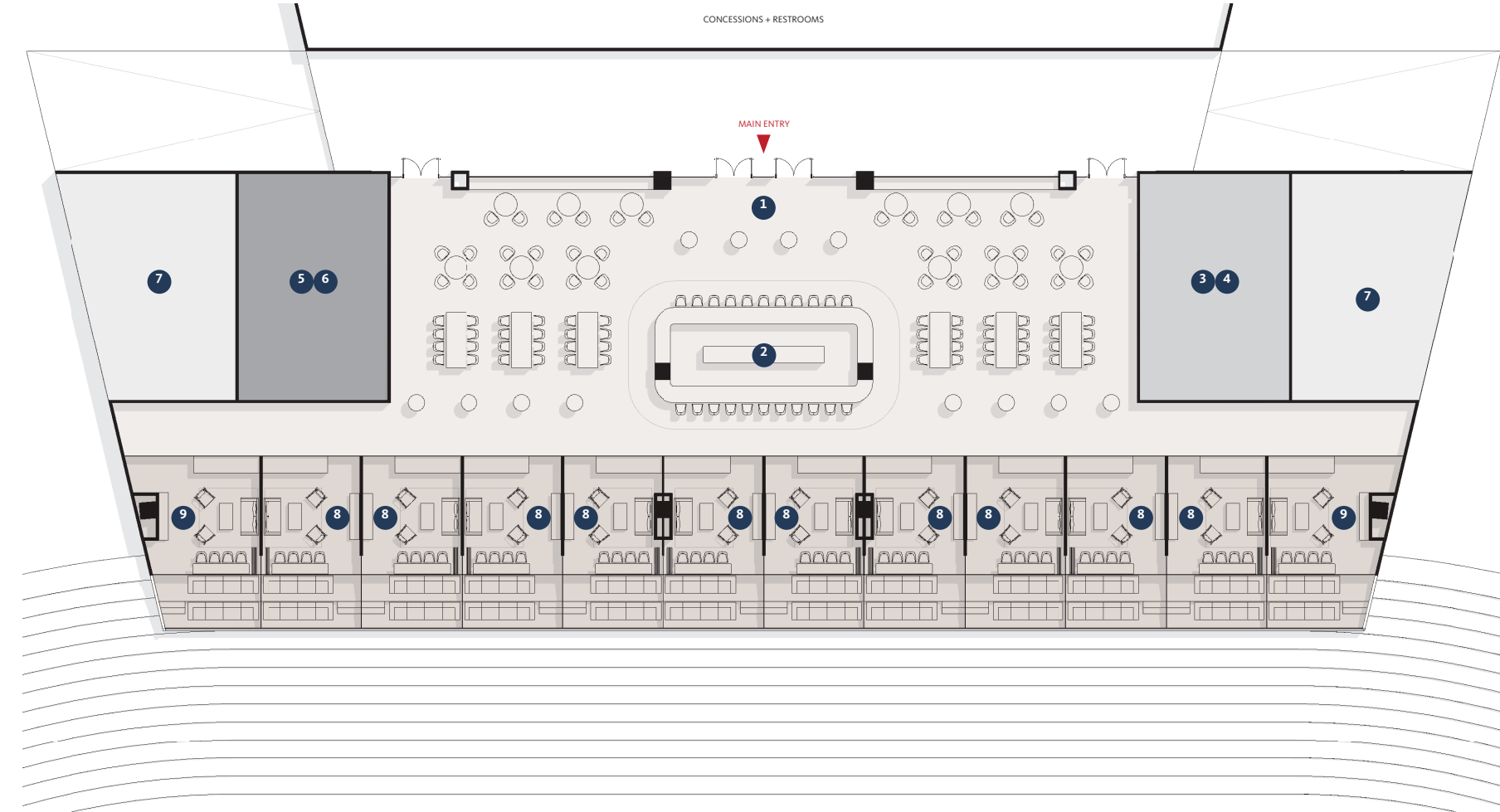
PLAYFUL DETAILS



SUITE CONCEPT

SOUTH END ZONE SUITES & CLUB

CLUB LEVEL



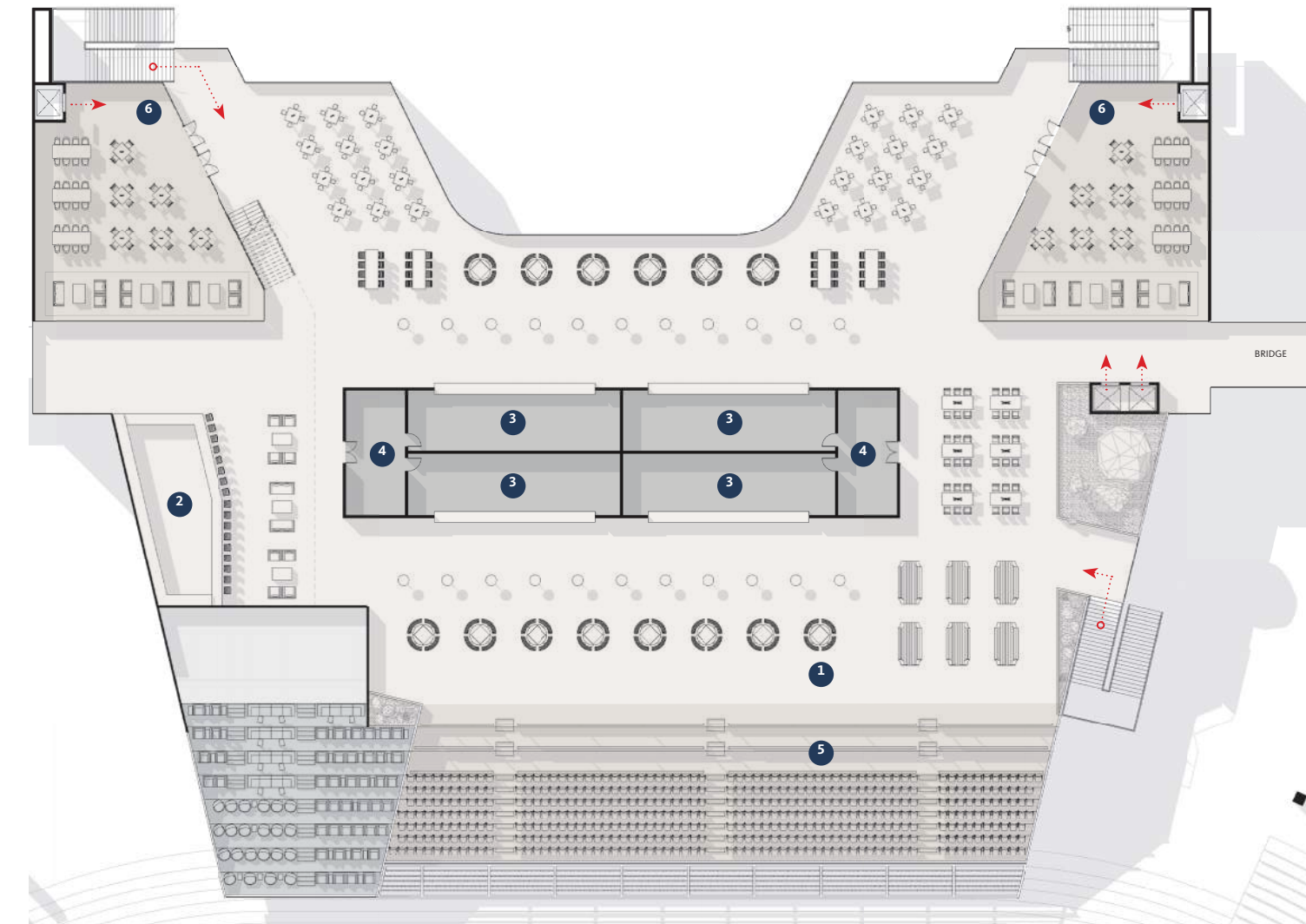
SOUTH END ZONE CLUB
INTERIOR USABLE SF : 4,774

1 SEZ CLUB :	4,774	5 W RESTROOMS :	388	SEAT COUNT + SRO :	176
2 MAIN BAR :	460	6 M RESTROOMS :	388	SF/PER PERSON :	12
3 FOOD SERVICE :	388	7 GRAB & GO MARKET :	795	NO. OF CLUB PATRONS :	398
4 PANTRY :	388	8 TYP SUITE (10) :	260-268	NO. OF TICKET SEATS :	144
		9 CORNER SUITE (2) :	308		



SOUTH END ZONE SEATING & BAR DECK

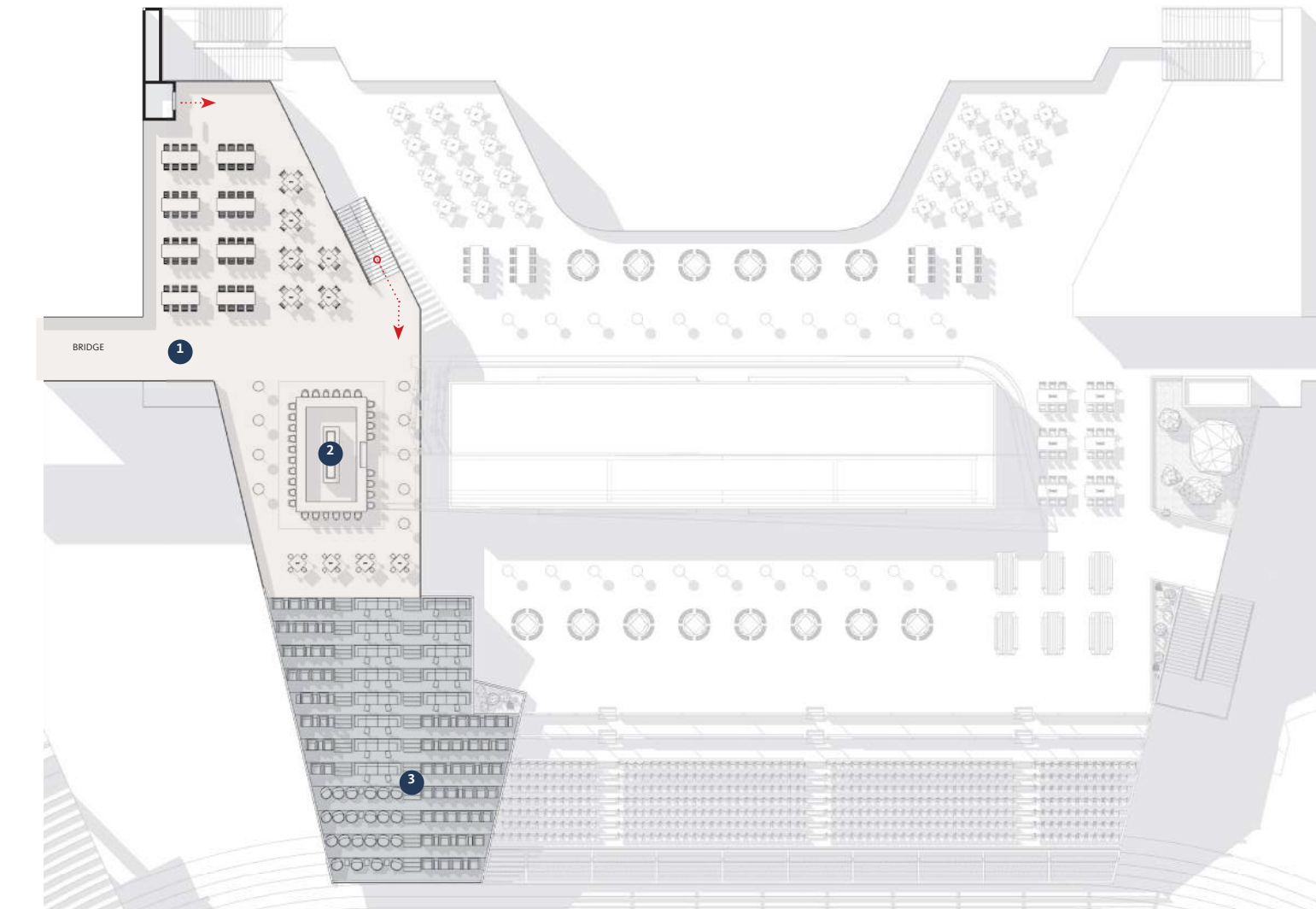
LEVEL 1



SOUTH END ZONE - LEVEL 1

USABLE SF:	13,880		
1 SOUTH END ZONE - L1:	22,042	SEAT COUNT + SRO:	573
2 BAR:	835	SF/PER PERSON:	15
3 CONCESSION:	2,788	NO. OF CLUB PATRONS:	925
4 KITCHEN:	798	STANDING SUPPORTER SECTION:	222
5 SUPPORTERS SECTION:	5,302	SITTING SUPPORTER SECTION:	458
6 RESTAURANT SPILL OVER:	4,510	LOGE SEATS AT PENINSULA:	136
		TOTAL NO. OF TICKET SEATS:	816

LEVEL 2



SOUTH END ZONE - LEVEL 2

USABLE SF:	3,990		
1 SOUTH END ZONE - L2:	5,049	SEAT COUNT + SRO:	170
2 BAR:	443	SF/PER PERSON:	15
3 LOGE PENINSULA:	2,915	NO. OF CLUB PATRONS:	266
		STANDING SUPPORTER SECTION:	222
		SITTING SUPPORTER SECTION:	458
		LOGE SEATS AT PENINSULA:	136
		TOTAL NO. OF TICKET SEATS:	816



SUITES

UPPER SUITES

The Upper Suites have an authentic aesthetic value that represents Nashville through a residential lens. The Suites striking versatile designs fit for both the countryside and bustling city with furniture offerings in both a lounge & bar setting. Natural elements like warm rich woods and cool calming stones set a sophisticated space to draw you in.

DESIGN CONCEPT + INSPIRATION UPPER SUITES



MILLWORK INSPIRATION



LIGHTING CONCEPT



MATERIALITY

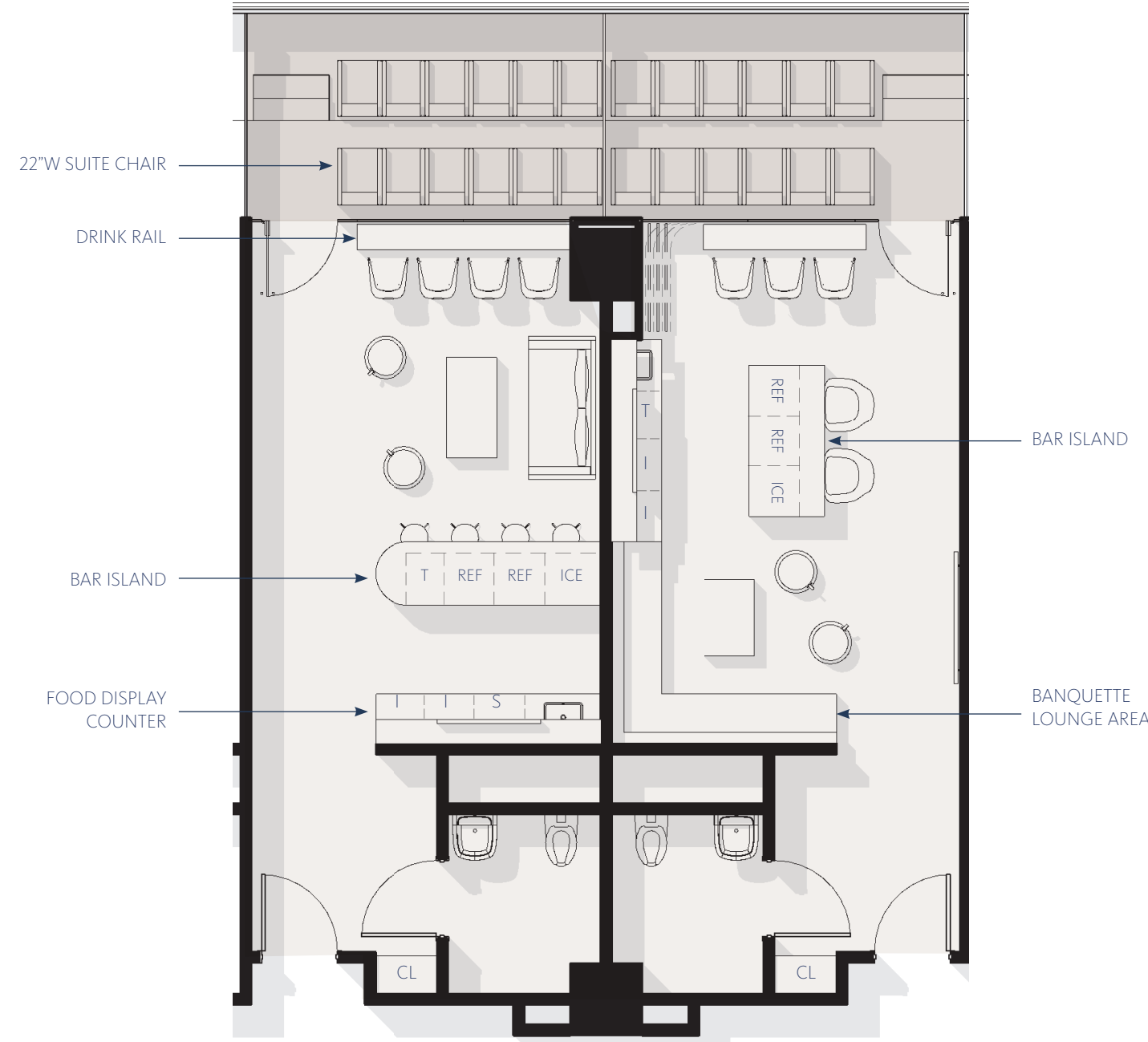


LOUNGE SEATING REFERENCE



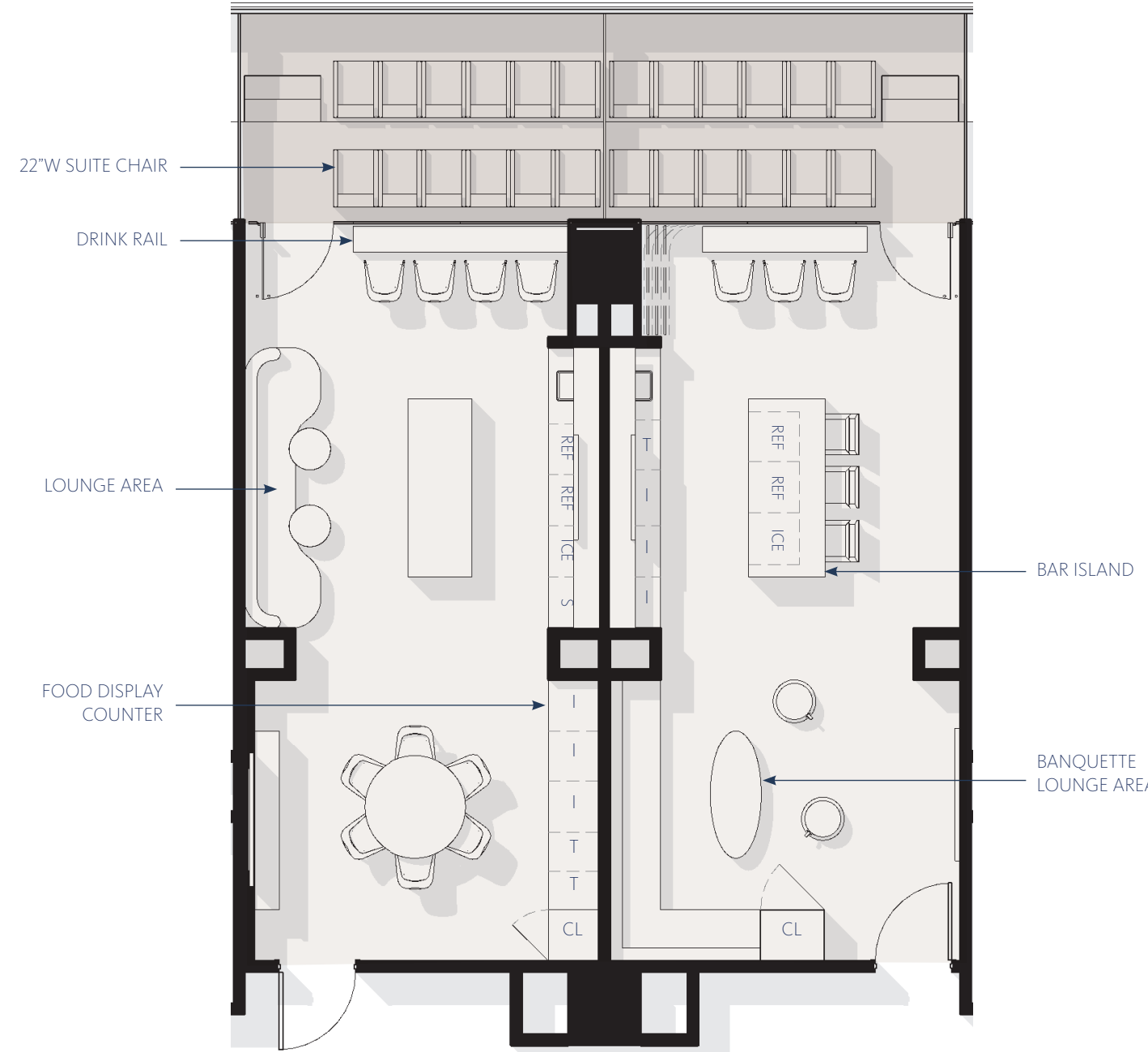
OVERALL LOOK & FEEL

FLOOR PLANS & RENDERINGS



OPTION 1A
 - FIXED GLASS WALL
 - TOILET ROOM REMAINS

OPTION 1B
 - OPERABLE GLASS WALL
 - TOILET ROOM REMAINS
 - PREVIOUS PREFERRED OPTION

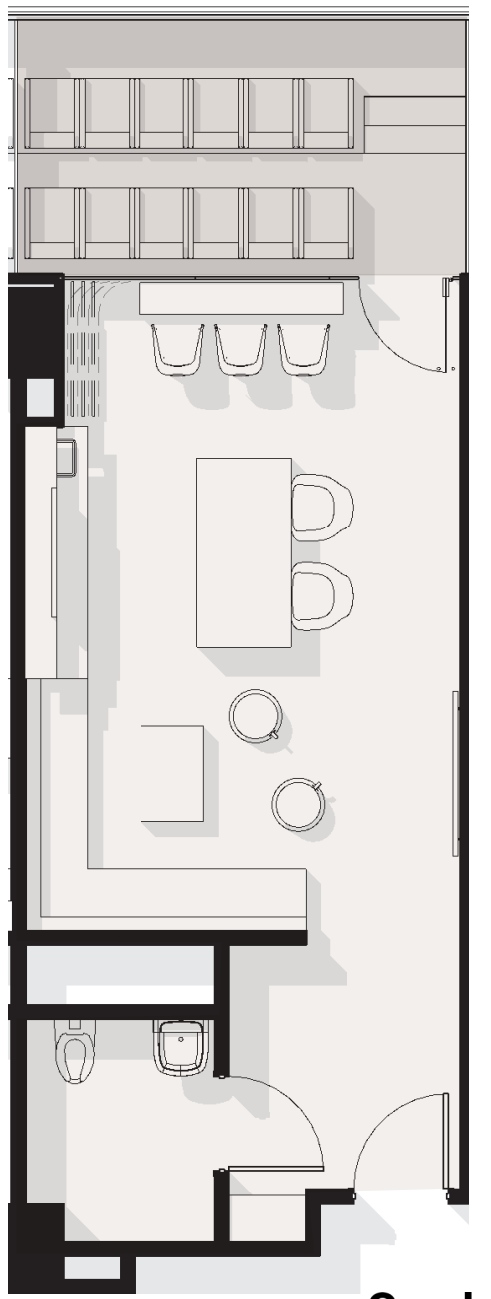


OPTION 2A
 - FIXED GLASS WALL
 - TOILET ROOM REMOVED

OPTION 2B
 - OPERABLE GLASS WALL
 - TOILET ROOM REMOVED

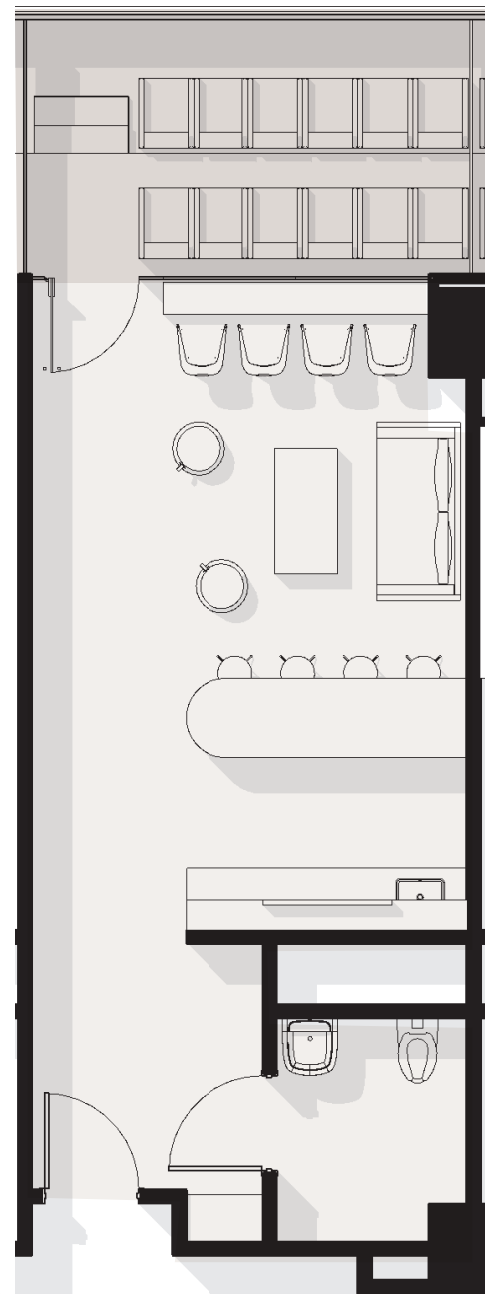


SUITE CHAIR + SIDE TABLE





SUITE CHAIR + SIDE TABLE



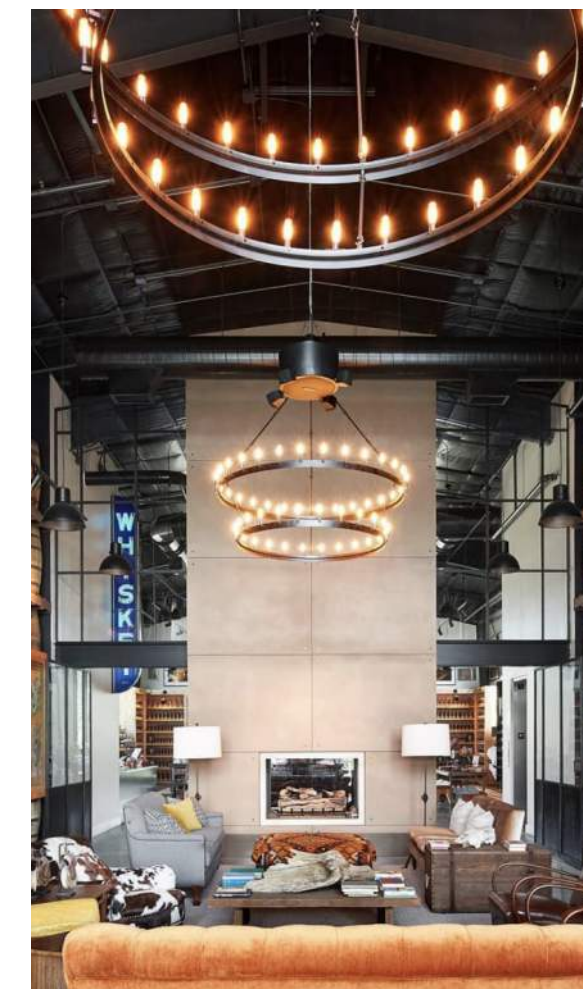
CORNER SUITES

+ COMMUNAL F&B

Tennessee has long been a leader in producing distilled spirits, particularly whiskey and bourbon. The Corner Suites & Communal Area celebrates the distillery and tasting room experiences. The character of the space is inspired by the oak barrels, copper distillery pots, and other warm finishes commonly found in distilleries.

DESIGN CONCEPT + INSPIRATION

CORNER SUITES



OVERALL LOOK & FEEL



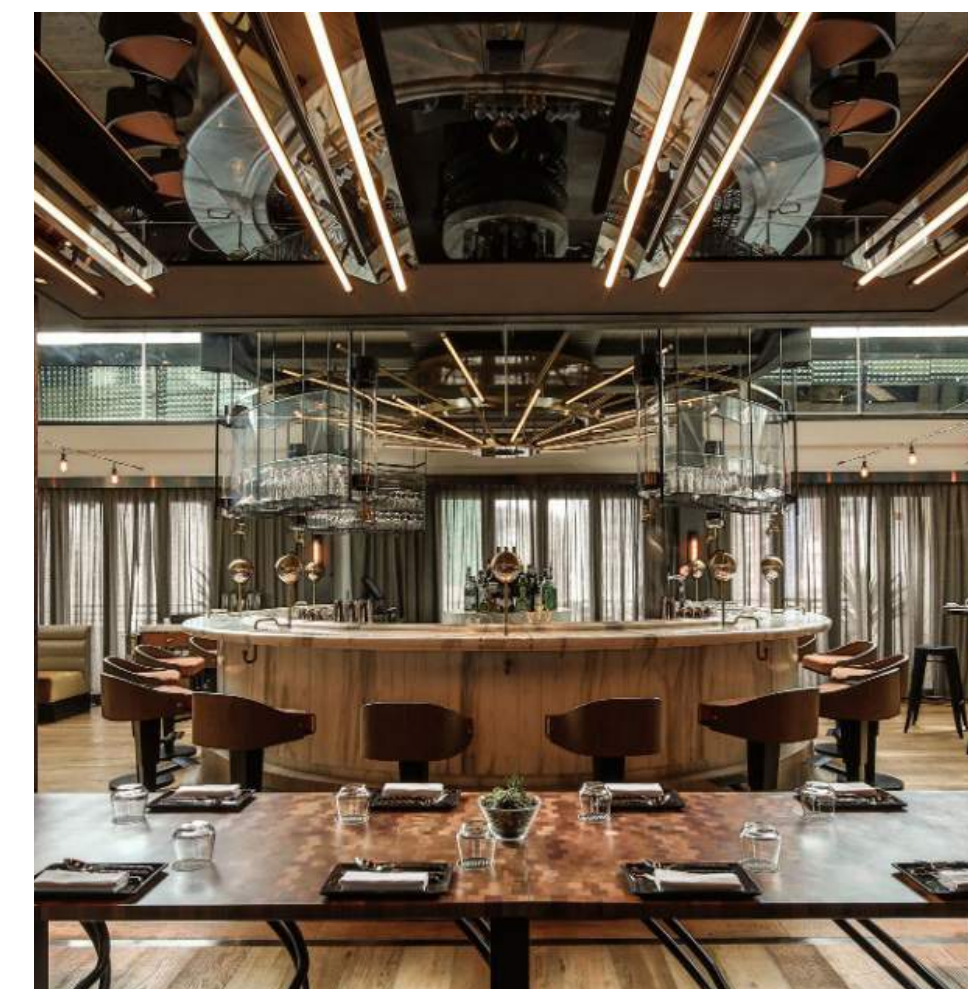
OAK BARREL CONCEPT



WHISKEY VIBES



MILLWORK DETAILS



CENTRAL FEATURE BAR



SUITE HOLDER BRANDING

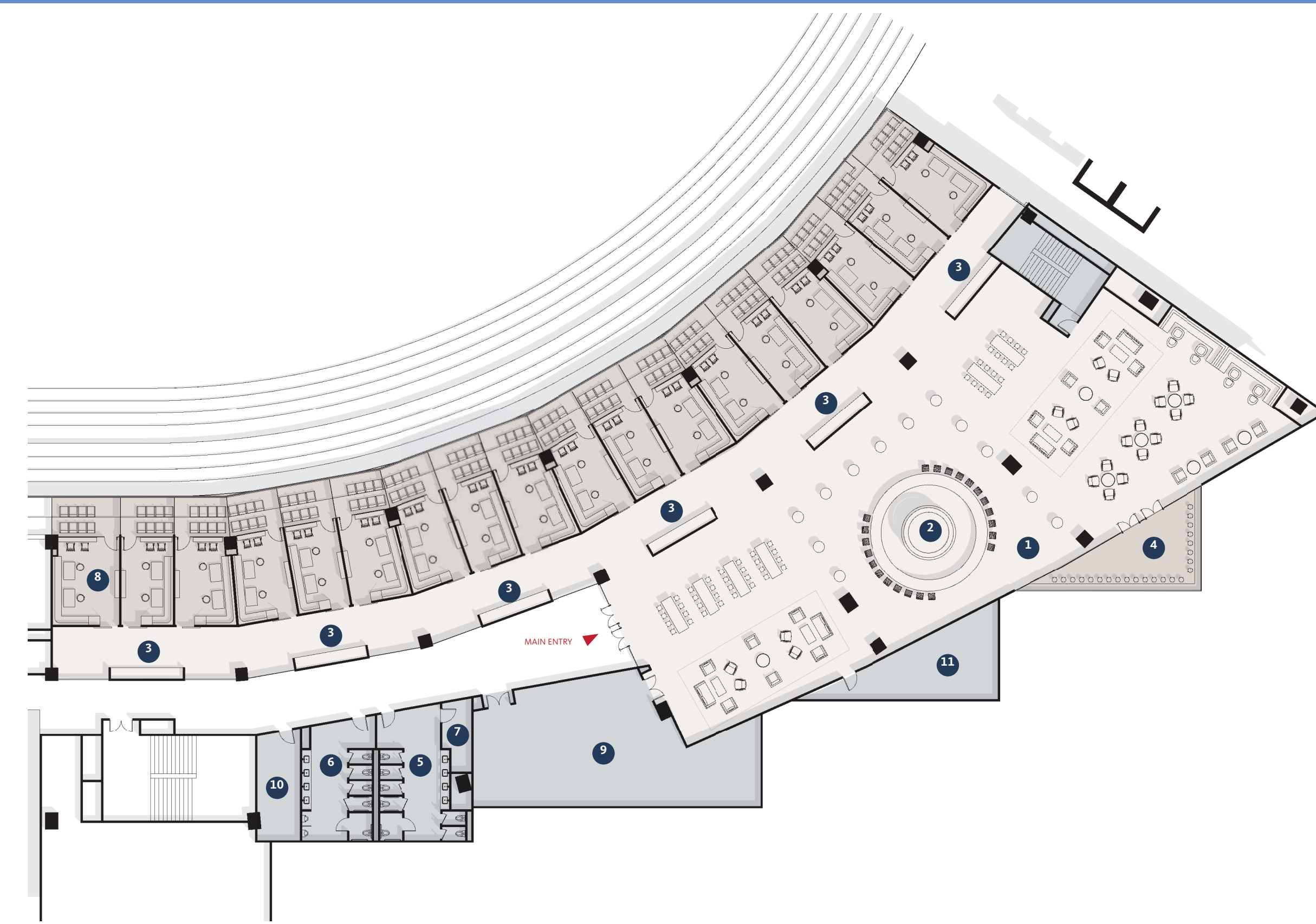


SUITE INSPIRATION

CORNER SUITES COMMUNAL F&B



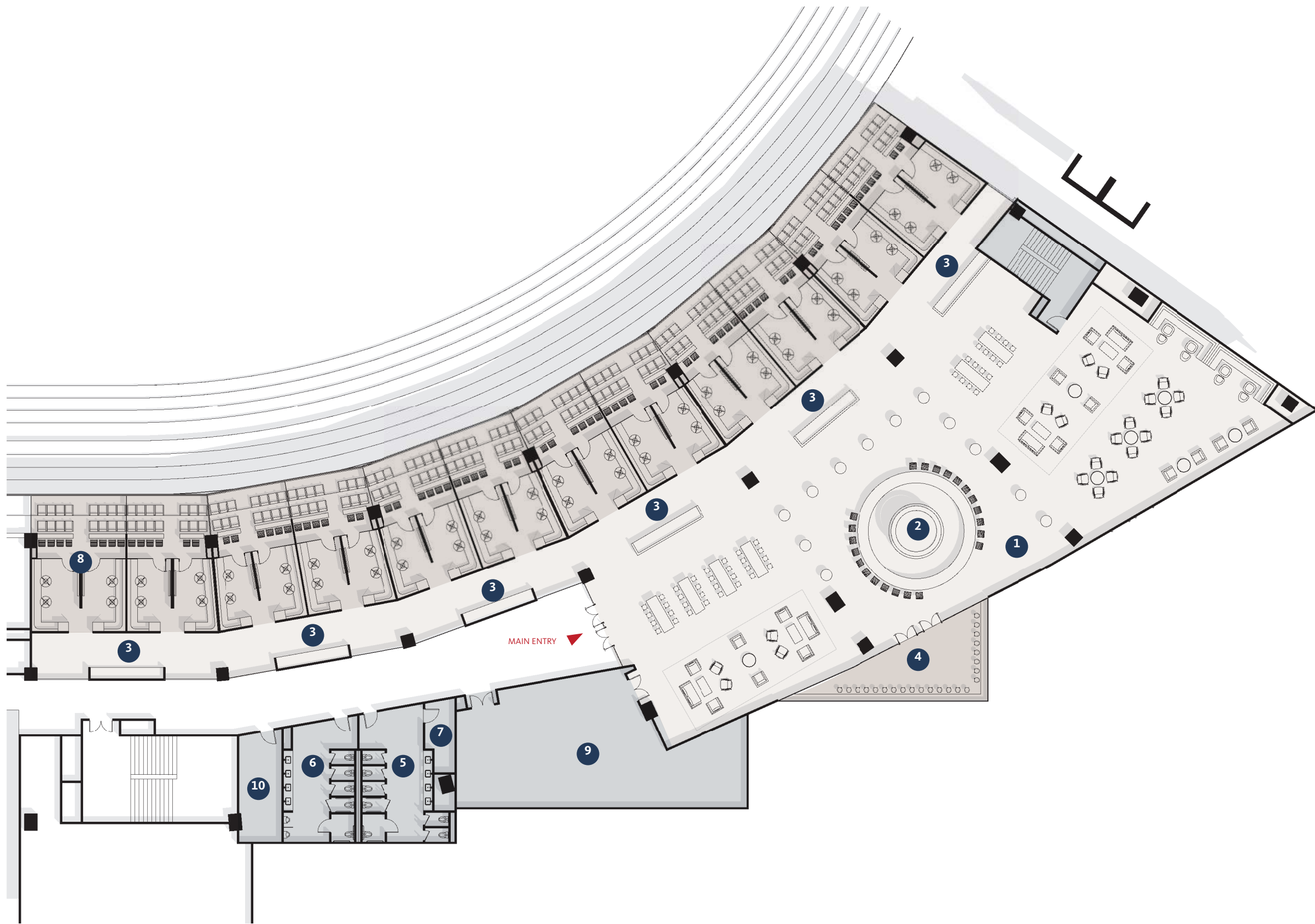
CORNER SUITES



COMMUNAL F&B
INTERIOR USABLE SF: 6,392

1	COMMUNAL F&B :	6,392
2	MAIN BAR :	531
3	COMMUNAL BUFFET (6):	515
4	BALCONY (L5 LOCATION):	462
5	W RESTROOMS :	440
6	M RESTROOMS :	385
7	JANITOR'S ROOM:	92
8	TYP SUITE (18) :	335
9	KITCHEN :	1,460
10	STORAGE:	225
11	STORAGE (L5 ONLY) :	476
SEAT COUNT + SRO :		209
SF/PER PERSON :		15
NO. OF F&B PATRONS :		436
NO. OF TICKET SEATS :		180

CORNER SUITES THEATER BOX ALT.



COMMUNAL F&B
INTERIOR USABLE SF: 6,392

1	COMMUNAL F&B :	6,392
2	MAIN BAR :	531
3	COMMUNAL BUFFET (6):	515
4	BALCONY (L6 LOCATION):	500
5	W RESTROOMS :	440
6	M RESTROOMS :	385
7	JANITOR'S ROOM:	92
8	TYP THEATER BOX (24) :	270
9	KITCHEN :	1,460
10	STORAGE:	225
SEAT COUNT + SRO :		209
SF/PER PERSON :		15
NO. OF F&B PATRONS :		436
NO. OF TICKET SEATS :		244





SEATING BOWL

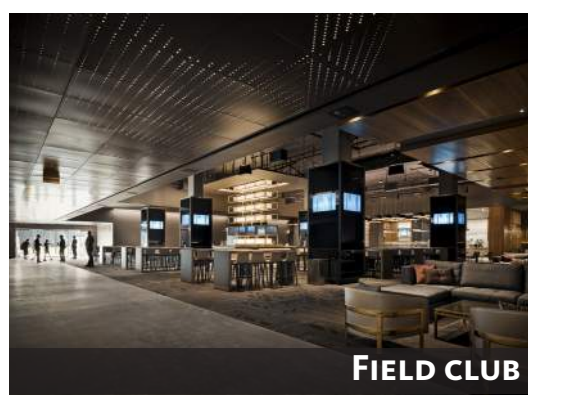
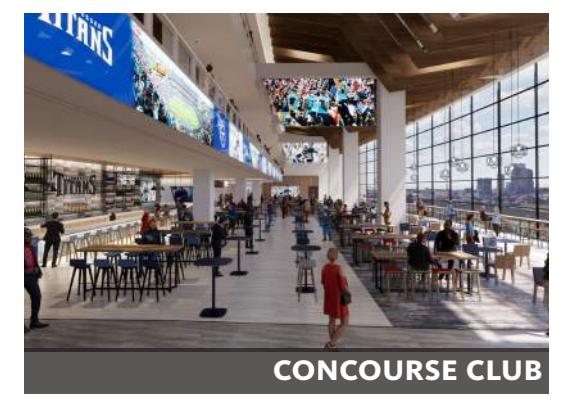
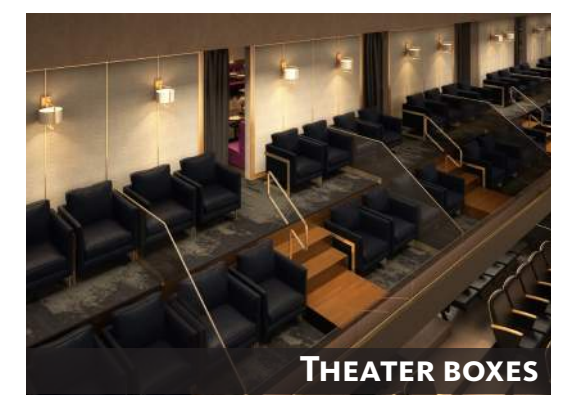
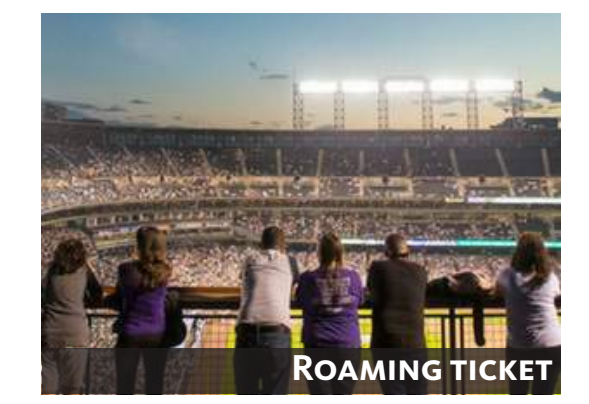
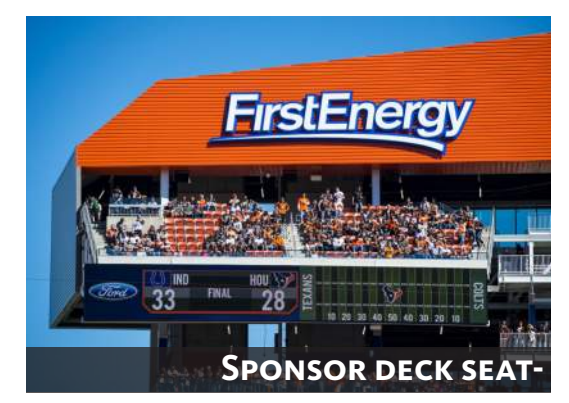
[PLACE HOLDER]
GENSLER TO REVISIT THIS SECTION

SEATING INVENTORY STRATEGY

DIVERSE SEATING EXPERIENCES

EXISTING MIX
 General Seating
 Premiere Suites
 Club Level Seats

PROPOSED MIX
 General Seating
 Premiere Suites
 Club Level Seats
 Concourse Suites
 Loge Boxes
 Sponsor Decks
 Theater Boxes
 Press Club
 Field Club
 Concourse Club
 SRO Roaming Tickets



EXISTING OVERALL STADIUM SEATING MIX

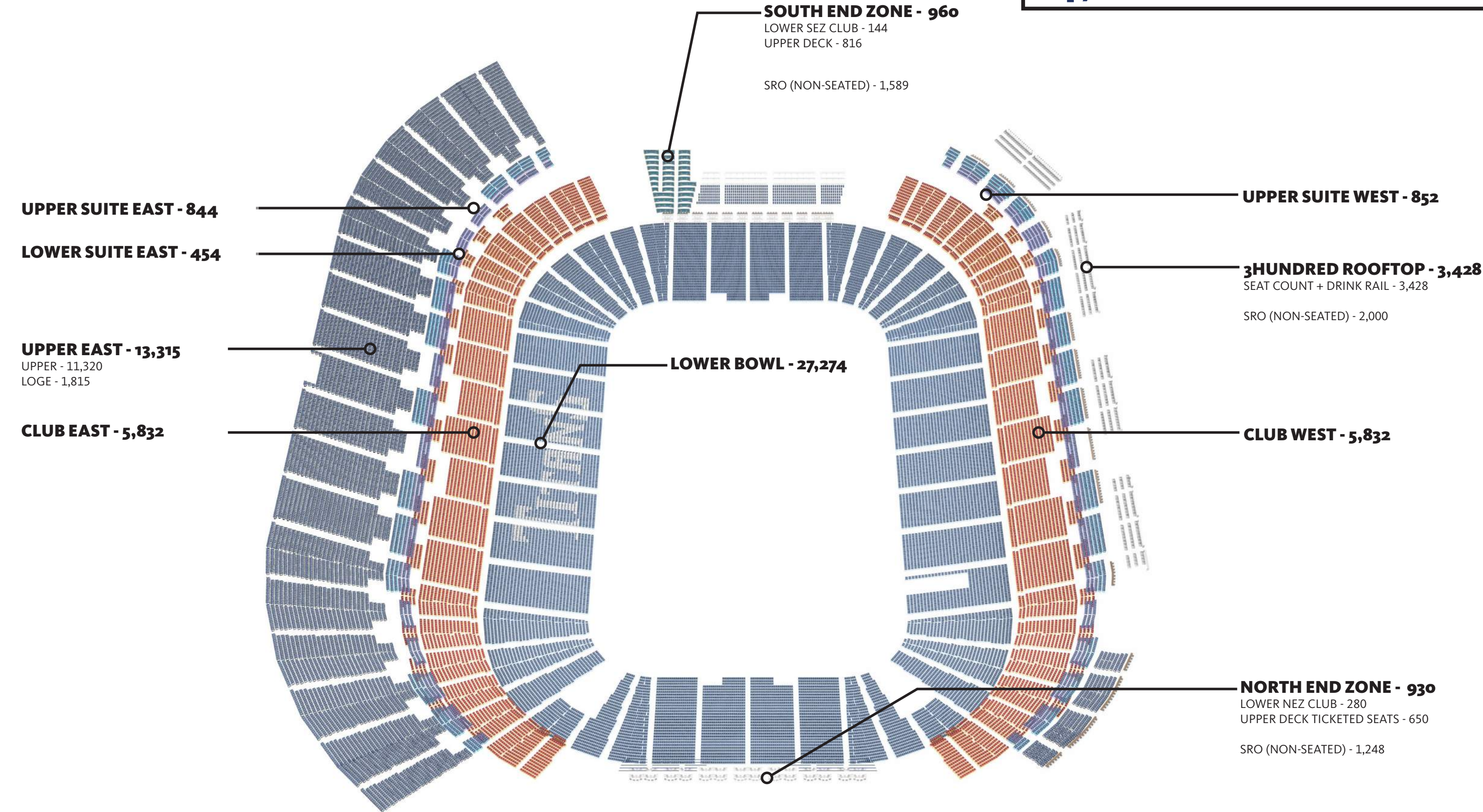


RECOMMENDED OVERALL STADIUM SEATING MIX

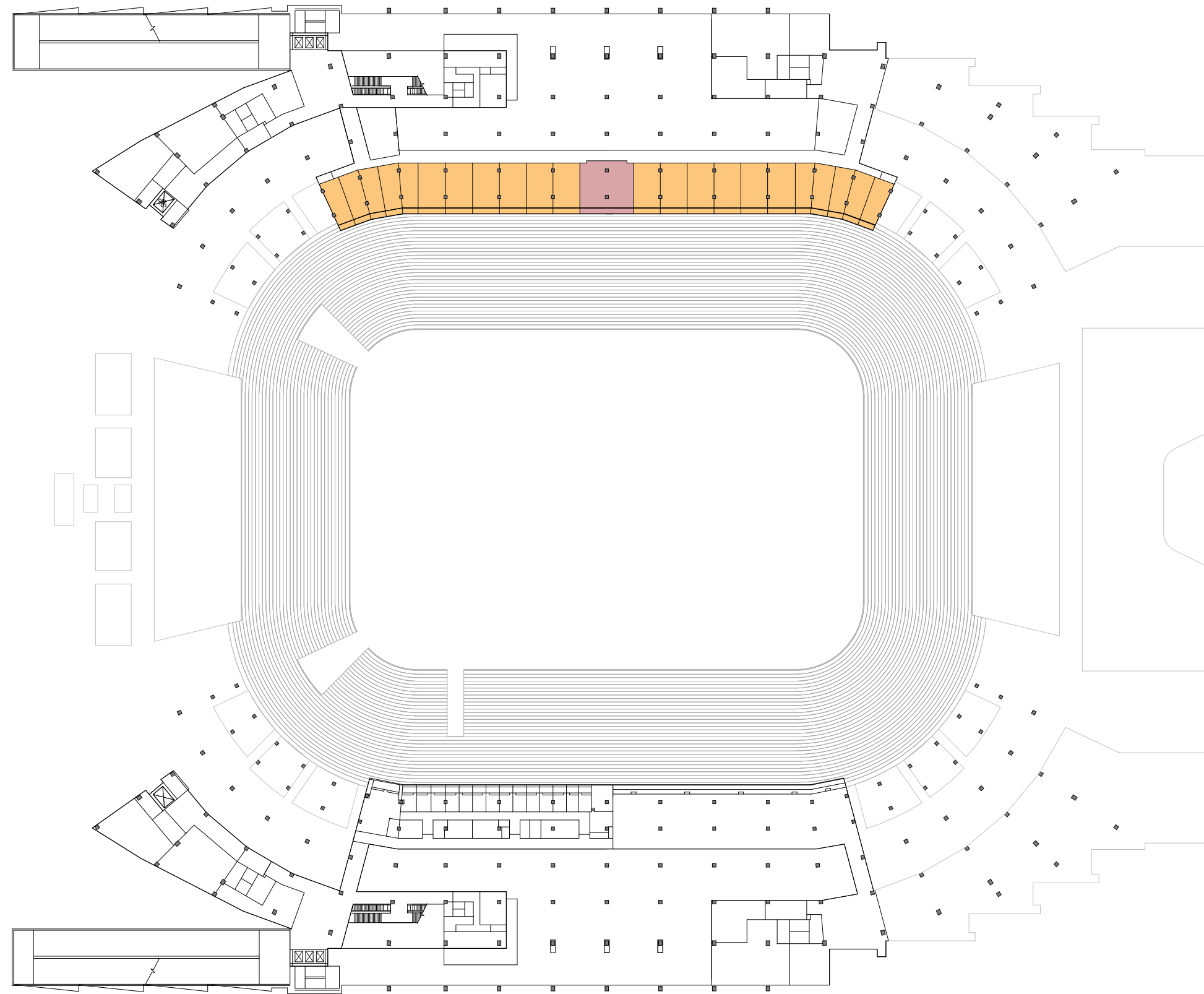




59,271 SEATED TOTAL
64,108 TOTAL CAPACITY

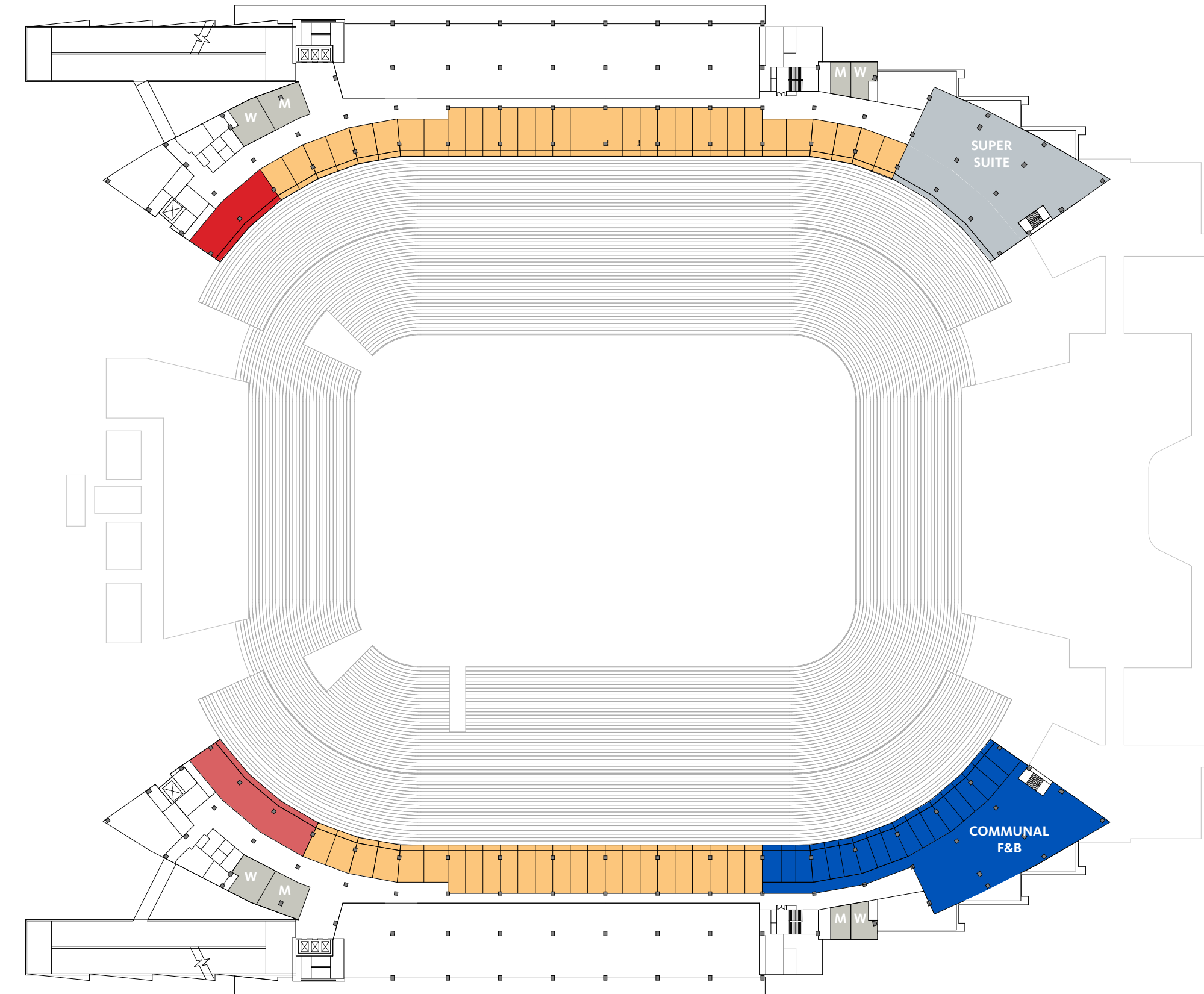


L3 PRESS SUITE LEVEL



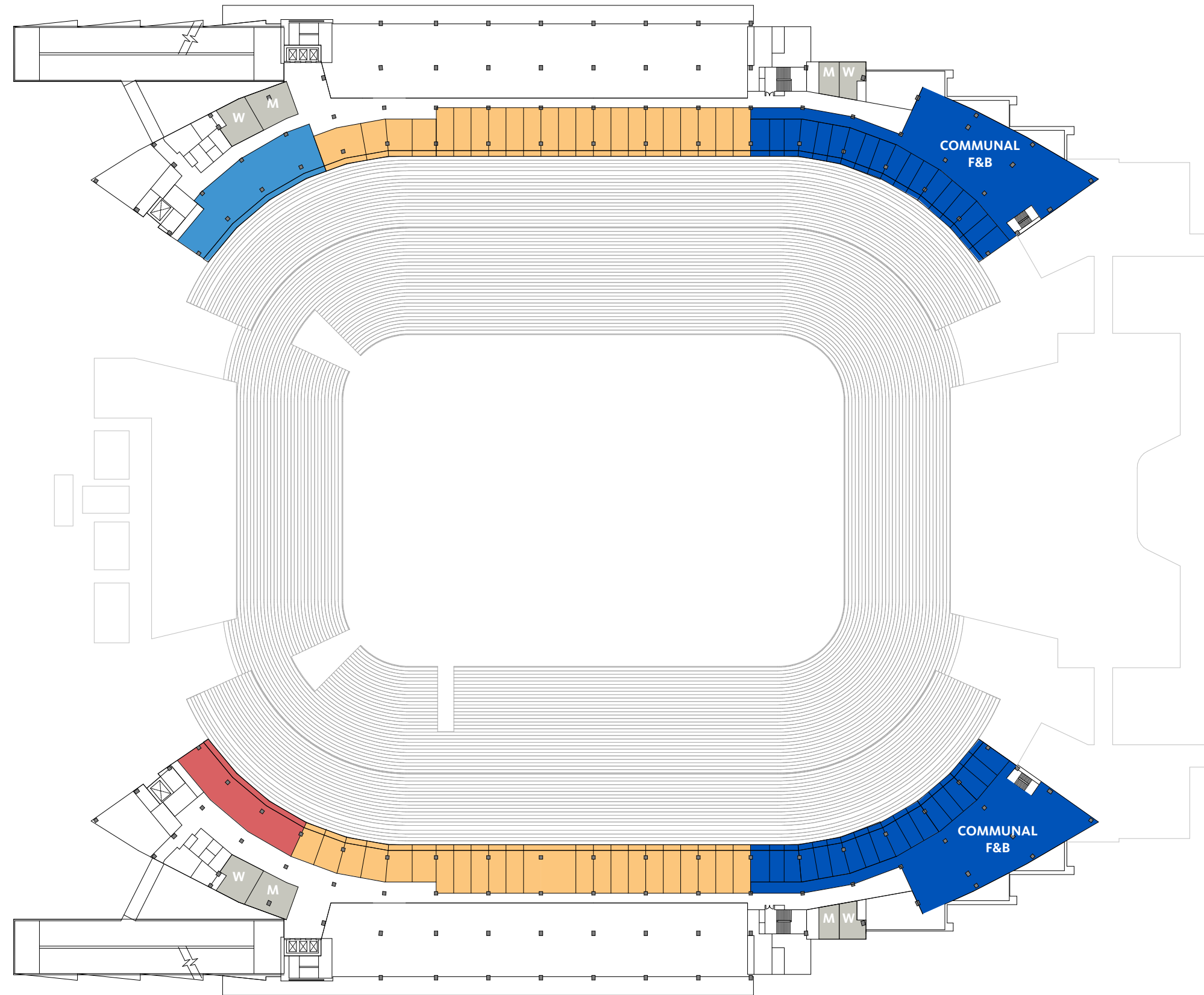
L3 PRESS SUITE LEVEL TYPES			
TYPE	DESCRIPTION	AREA	COUNT
A/C/D	SUITE	500 SF / 805 SF	22
B (opt 1)	CORNER SUITE	335 SF	0
B (opt 2)	THEATER BOX	270 SF	0
E	MUSIC LOUNGE	2,019 SF	0
F	PARTY SUITE	2,019 SF	0
G	OWNER'S SUITE	1,660 SF	1
H	SUPER SUITE	12,000 SF	0
J	PRESS SUITE	5,100 SF	0

L5 LOWER SUITE LEVEL



L5 LOWER SUITE LEVEL TYPES			
TYPE	DESCRIPTION	AREA	COUNT
A/C/D	SUITE	500 SF / 805 SF	54
B (opt 1)	CORNER SUITE	335 SF	18
B (opt 2)	THEATER BOX	270 SF	24
E	MUSIC LOUNGE	2,019 SF	1
F	PARTY SUITE	2,019 SF	1
G	OWNER'S SUITE	1,660 SF	0
H	SUPER SUITE	12,000 SF	1
J	PRESS SUITE	5,100 SF	0

L6 UPPER SUITE LEVEL

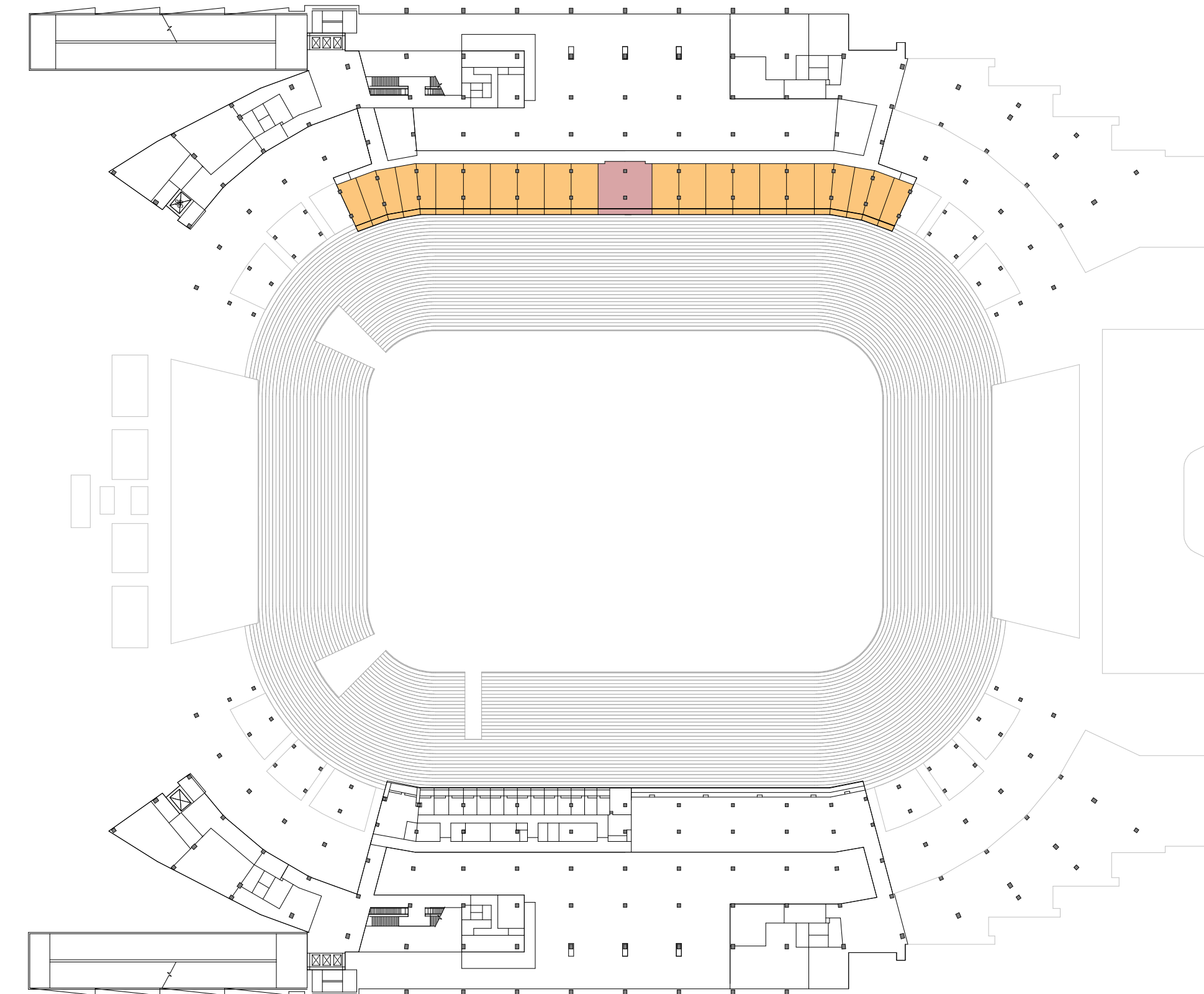


L6 UPPER SUITE LEVEL TYPES			
TYPE	DESCRIPTION	AREA	COUNT
A/C/D	SUITE	500 SF / 805 SF	44
B (opt 1)	CORNER SUITE	335 SF	36
B (opt 2)	THEATER BOX	270 SF	48
E	MUSIC LOUNGE	2,019 SF	0
F	PARTY SUITE	2,019 SF	1
G	OWNER'S SUITE	1,660 SF	0
H	SUPER SUITE	12,000 SF	0
J	PRESS SUITE	5,100 SF	1

SUITE TYPES ON ALL LEVELS			
TYPE	DESCRIPTION	AREA	COUNT
A/C/D	SUITE	500 SF / 805 SF	120
B (opt 1)	CORNER SUITE	335 SF	54
B (opt 2)	THEATER BOX	270 SF	72
E	MUSIC LOUNGE	2,019 SF	1
F	PARTY SUITE	2,019 SF	2
G	OWNER'S SUITE	1,660 SF	1
H	SUPER SUITE	12,000 SF	1
J	PRESS SUITE	5,100 SF	1

NORTH & SOUTH END ZONES			
TYPE	DESCRIPTION	AREA	COUNT
SOUTH END ZONE	SUITE	380 SF	12
NORTH END ZONE	THEATER BOX	196 SF	14

EXISTING CONDITIONS



L3 PRESS SUITE LEVEL TYPES			
TYPE	DESCRIPTION	AREA	COUNT
A/C/D	SUITE	500 SF / 805 SF	22
B (opt 1)	CORNER SUITE	335 SF	0
B (opt 2)	THEATER BOX	270 SF	0
E	MUSIC LOUNGE	2,019 SF	0
F	PARTY SUITE	2,019 SF	0
G	OWNER'S SUITE	1,660 SF	1
H	SUPER SUITE	12,000 SF	0
J	PRESS SUITE	5,100 SF	0

REFERENCE PLANS

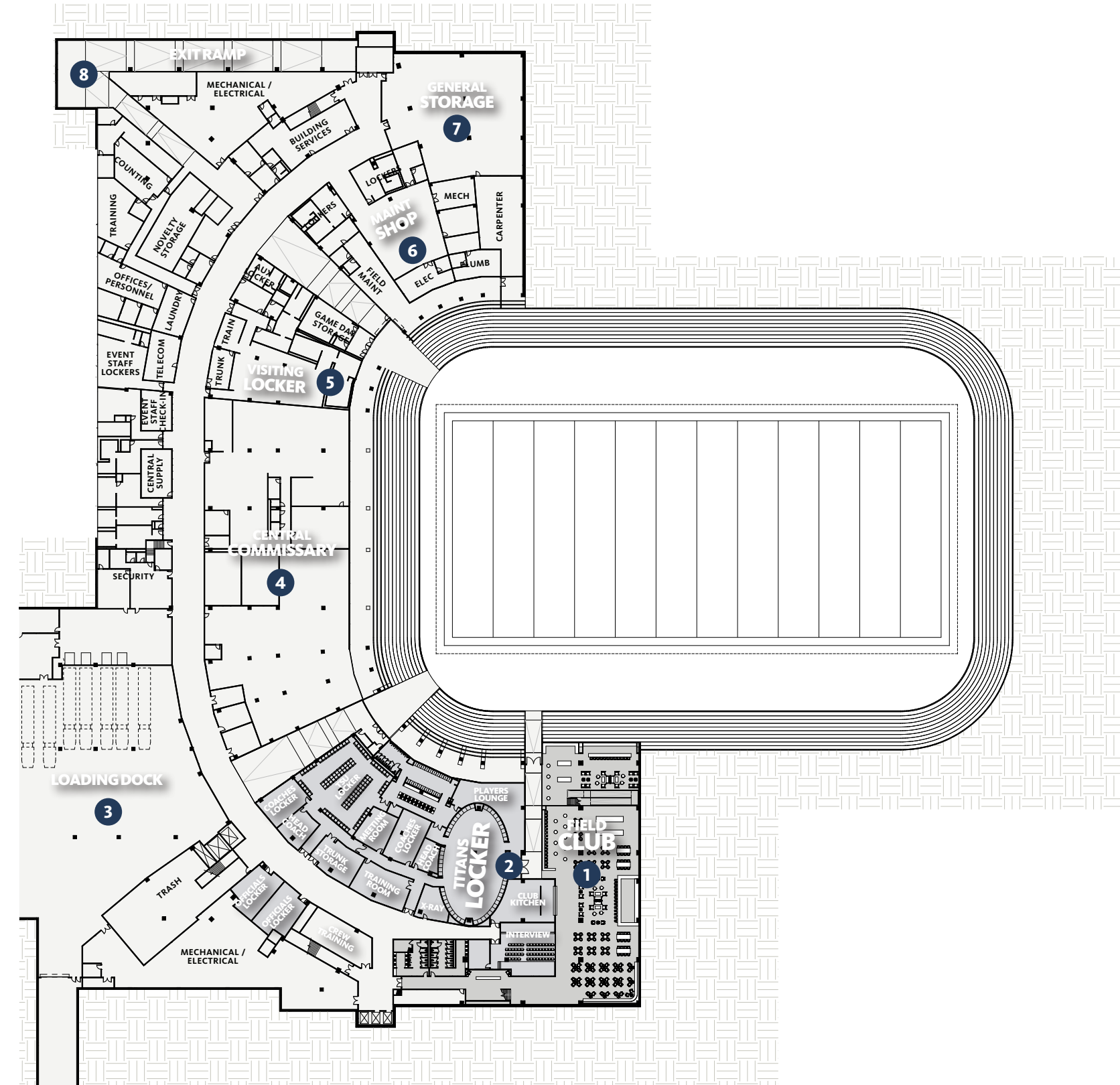
L1 SERVICE LEVEL

GRAPHIC SCALE

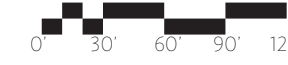


KEY PROGRAM

- 1 FIELD CLUB
- 2 TITANS LOCKER
- 3 LOADING DOCK
- 4 CENTRAL COMMISSARY
- 5 VISITING LOCKER
- 6 MAINTENANCE SHOP
- 7 GENERAL STORAGE
- 8 EGRESS RAMP

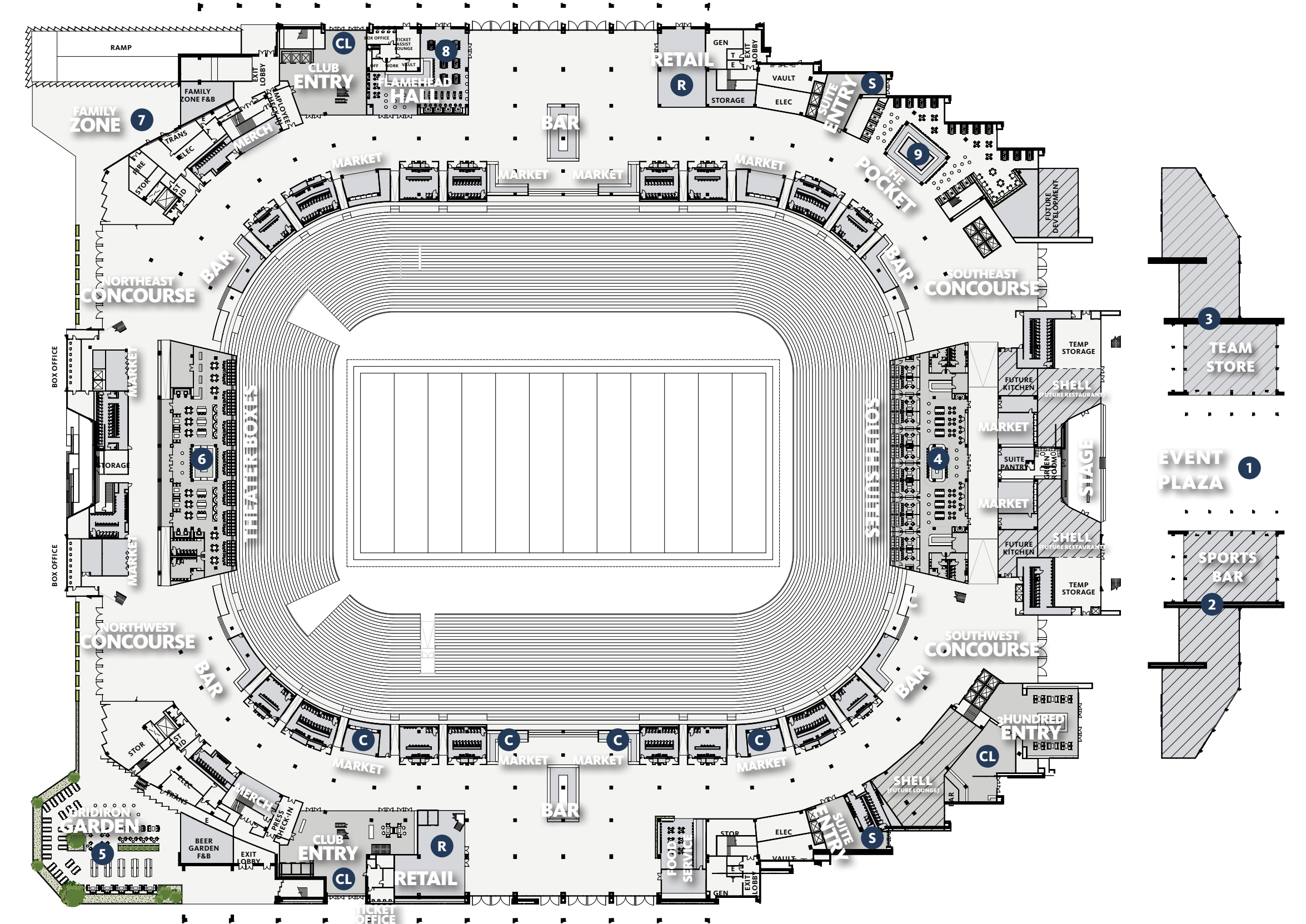


GRAPHIC SCALE



KEY PROGRAM

- 1 EVENT PLAZA
 - 2 SPORTS BAR
 - 3 TEAM STORE
 - 4 SOUTH ENDZONE
 - 5 GRIDIRON GARDEN
 - 6 NORTH ENDZONE
 - 7 FAMILY ZONE
 - 8 FLAMEHEAD HALL
 - 9 THE POCKET
- C MARKET CONCESSIONS
 - R TEAM RETAIL/MERCH
 - CL CLUB ENTRIES
 - S SUITE ENTRIES



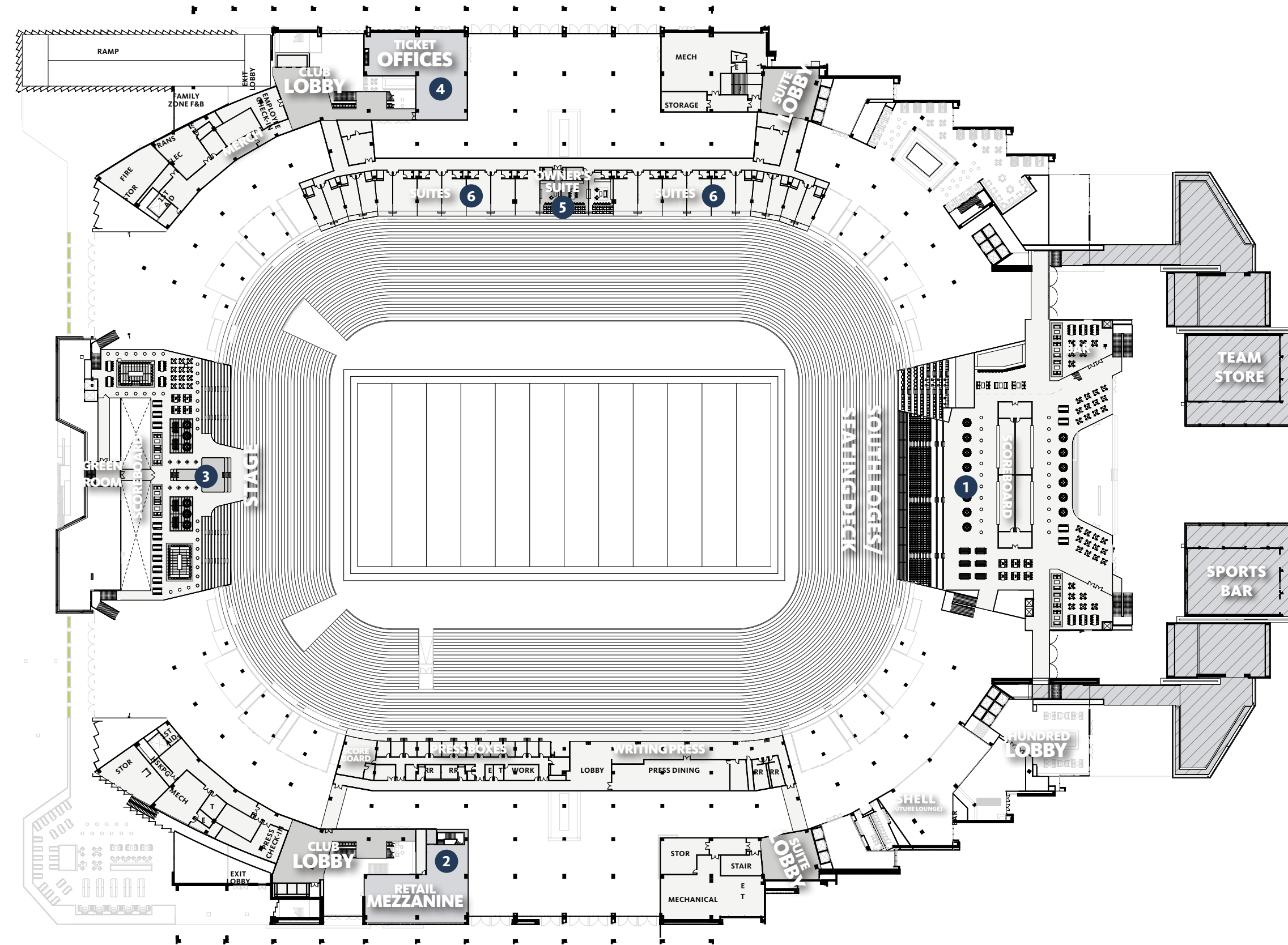
L3 PRESS SUITE LEVEL / ENDZONES

GRAPHIC SCALE

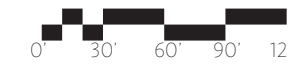


KEY PROGRAM

- 1 SOUTH ENDZONE
- 2 TEAM STORE MEZZ
- 3 NORTH ENDZONE STAGE
- 4 TICKET OFFICES
- 5 OWNER'S SUITE
- 6 TYPICAL SUITES

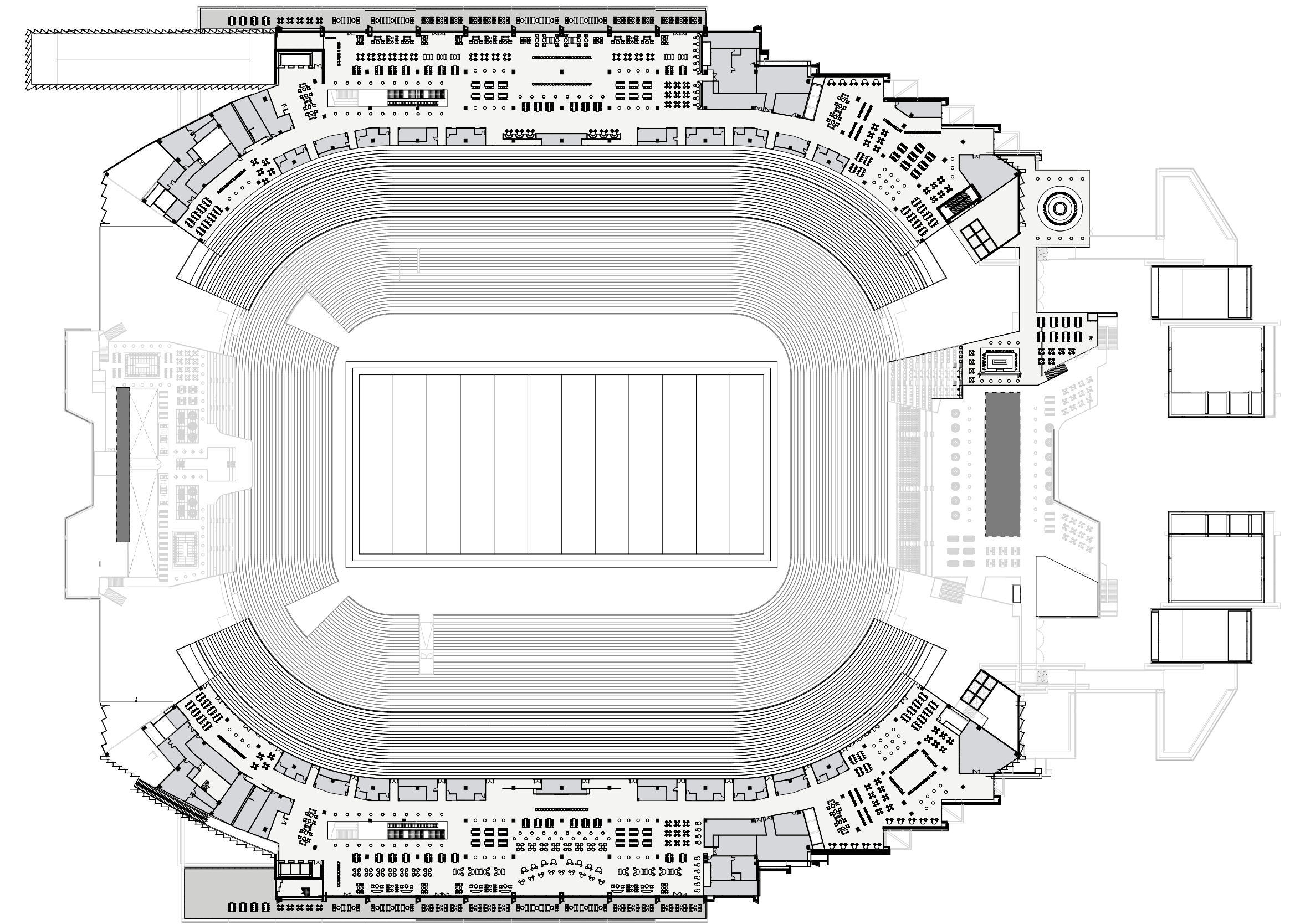


GRAPHIC SCALE



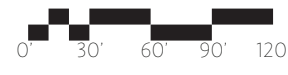
KEY PROGRAM

- 1 SOUTH ENDZONE
- 2 WEST SIDELINE CLUB
- 3 EAST SIDELINE CLUB



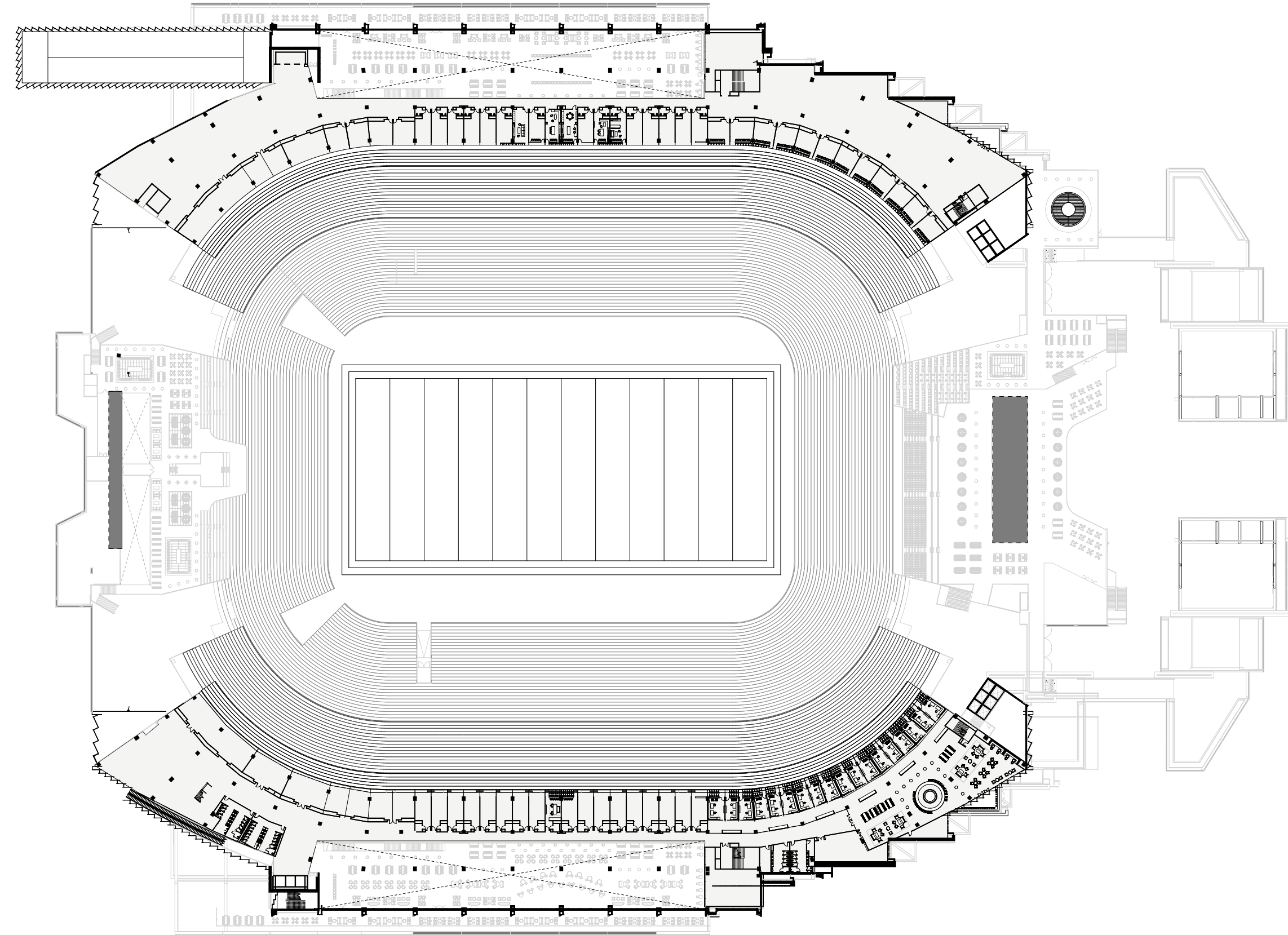
L5 LOWER SUITE LEVEL

GRAPHIC SCALE

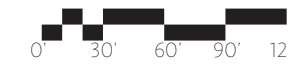


KEY PROGRAM

- 1 SUITES
- 2 LOUNGE
- 3 BAR

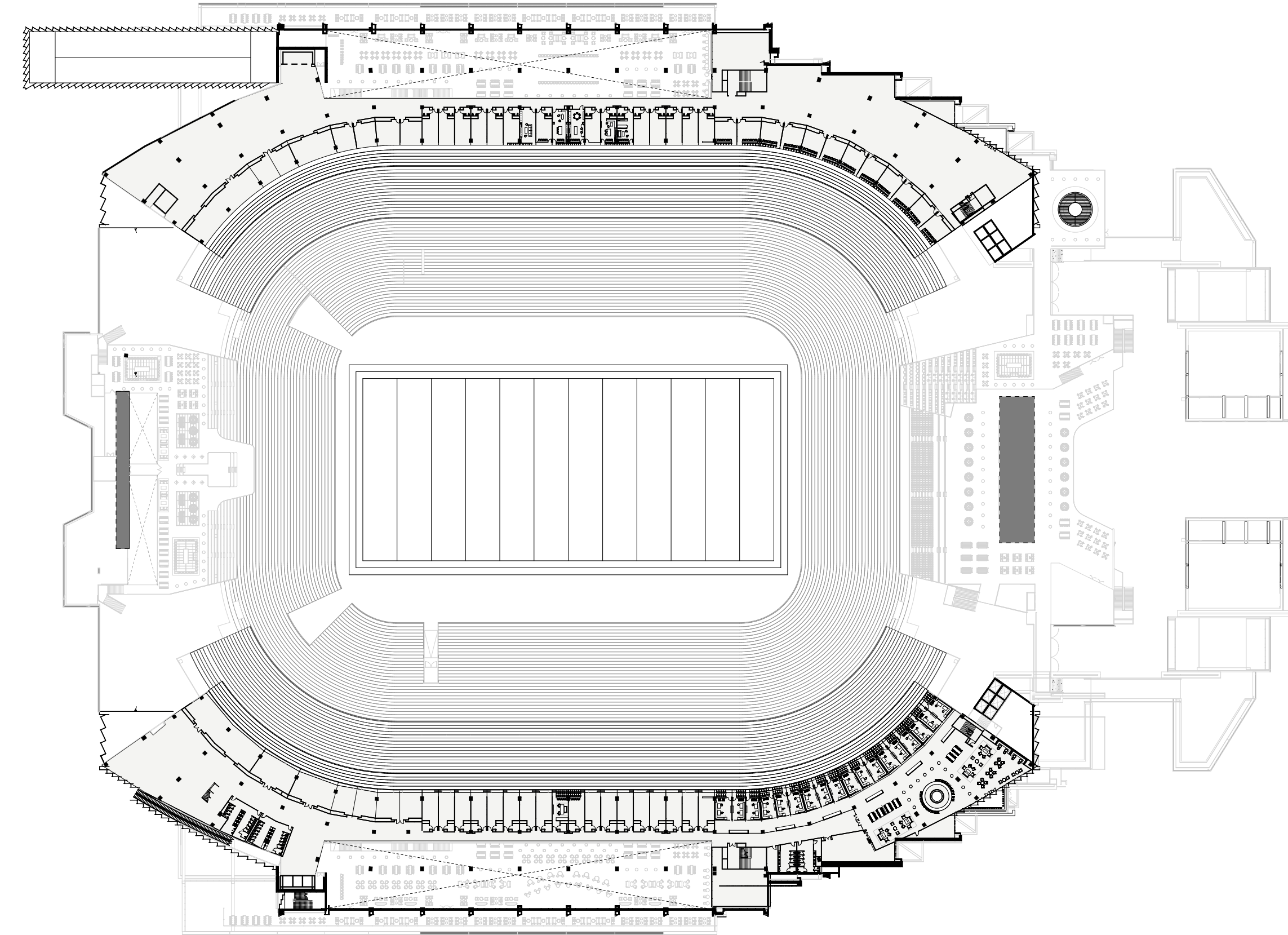


GRAPHIC SCALE



KEY PROGRAM

- 1 SUITES
- 2 LOUNGE
- 3 BAR



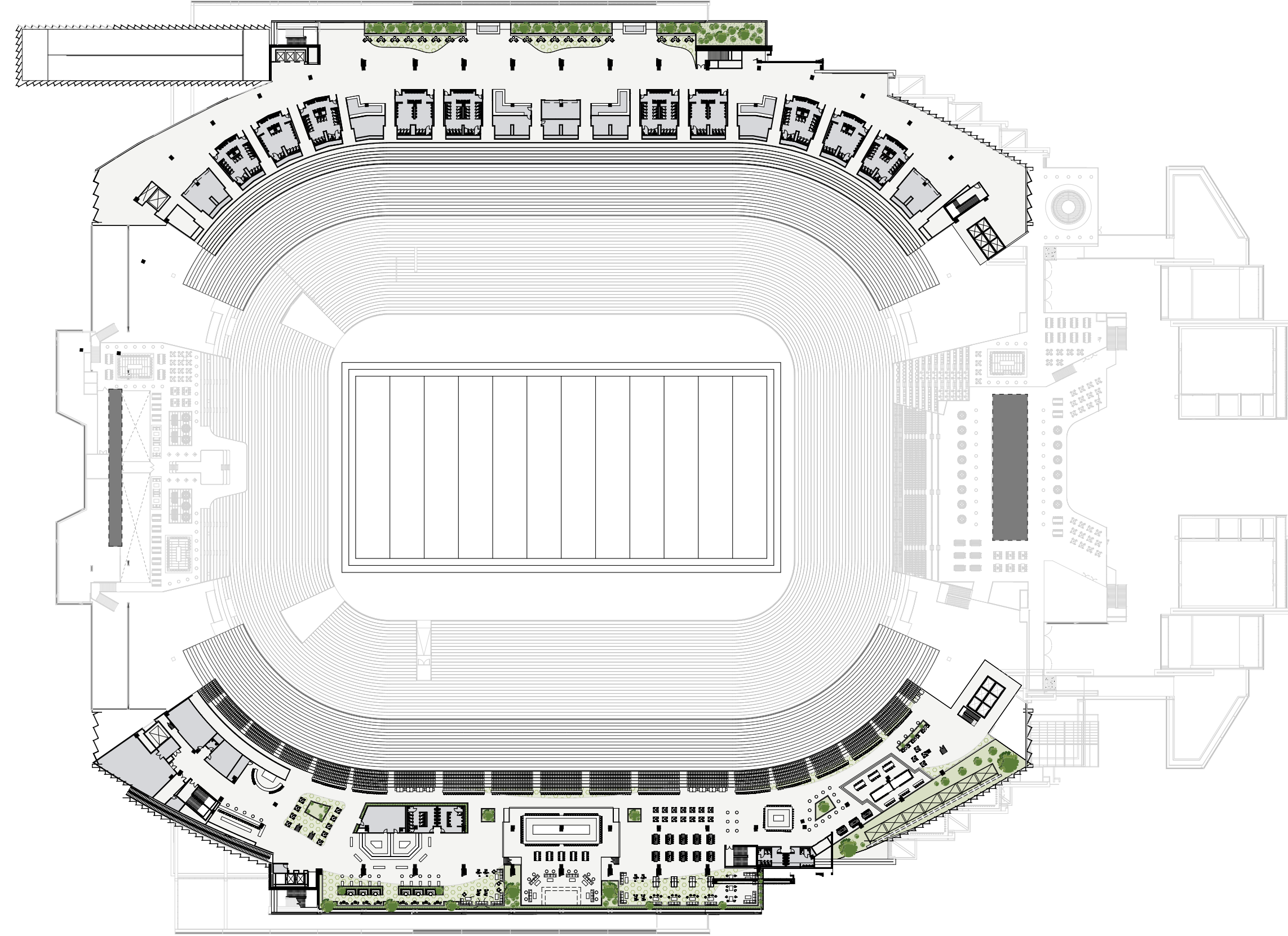
L7 UPPER CONCOURSE LEVEL

GRAPHIC SCALE



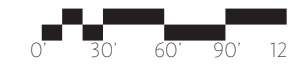
KEY PROGRAM

- 1 BAR
- 2 F&B
- 3 STAGE
- 4 GAME ZONE



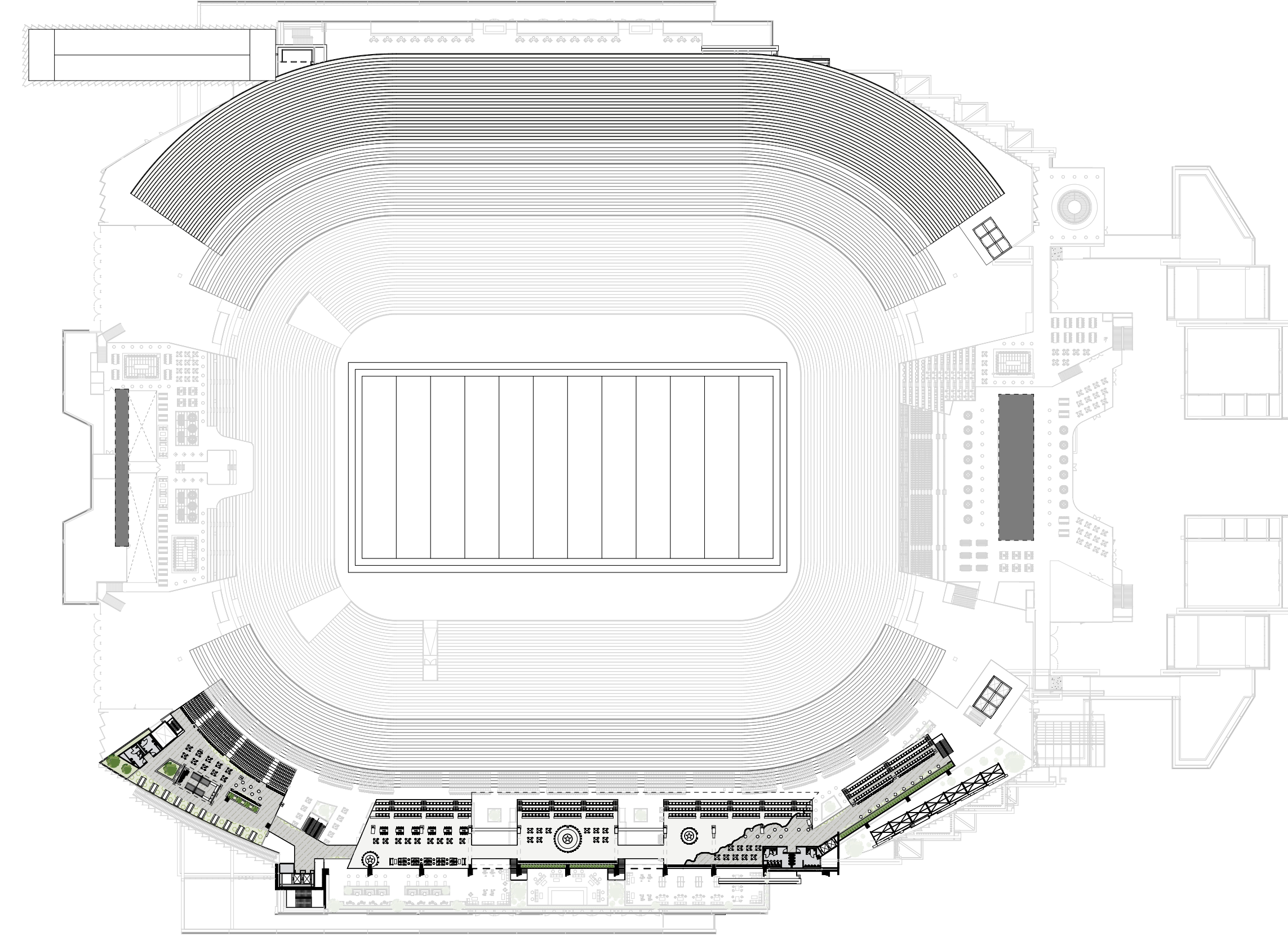
L7A UPPER WEST DECK

GRAPHIC SCALE



KEY PROGRAM

- 1 ICONIC BAR
- 2 BBQ DESTINATION



APPENDIX

FOOLISH CLUB

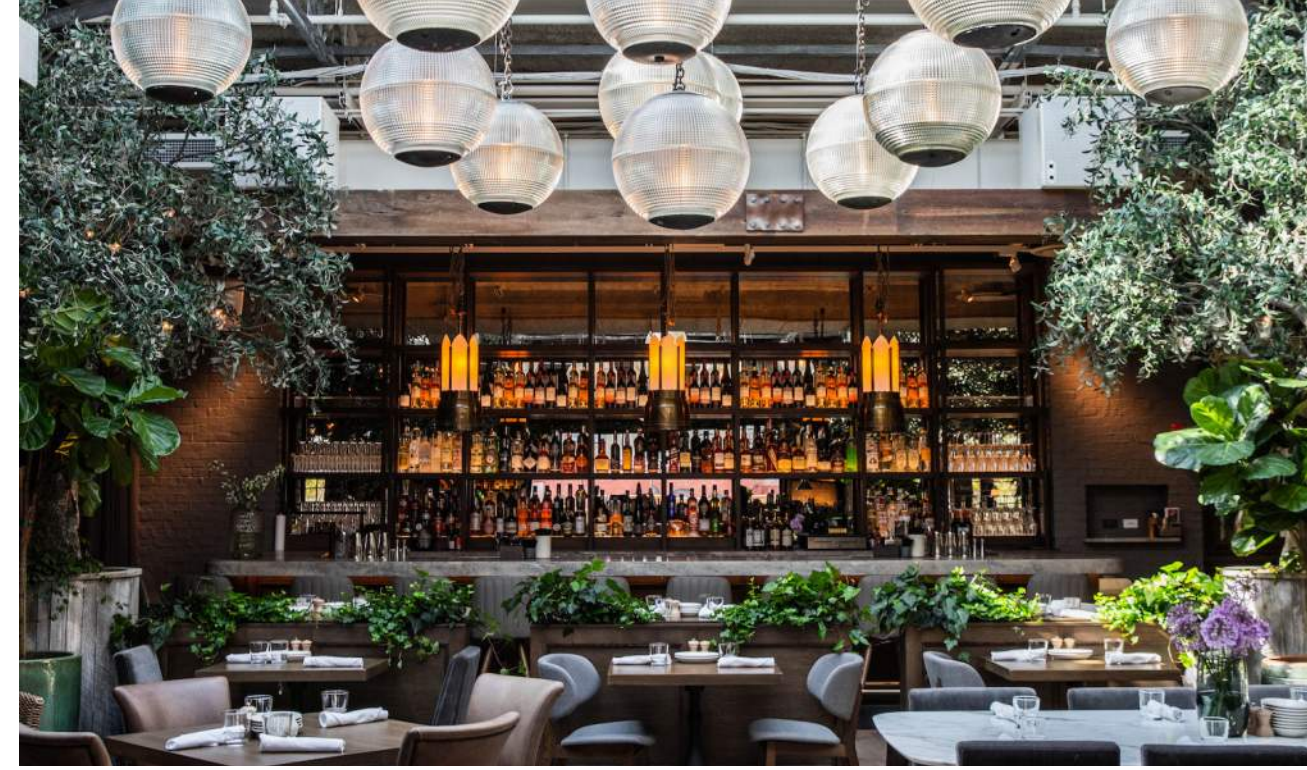
“Honoring a unique quality of Tennessee Culture”

The arrival moment establishes a mix of past and future, paying homage to The Foolish Club’s origin story through timeless design that pulls inspiration from details throughout the local historic gems.

DESIGN CONCEPT + INSPIRATION
FOOLISH CLUB



RECEPTION AREA



GREENHOUSE REFERENCE



LIVE BAND



MATERIALITY



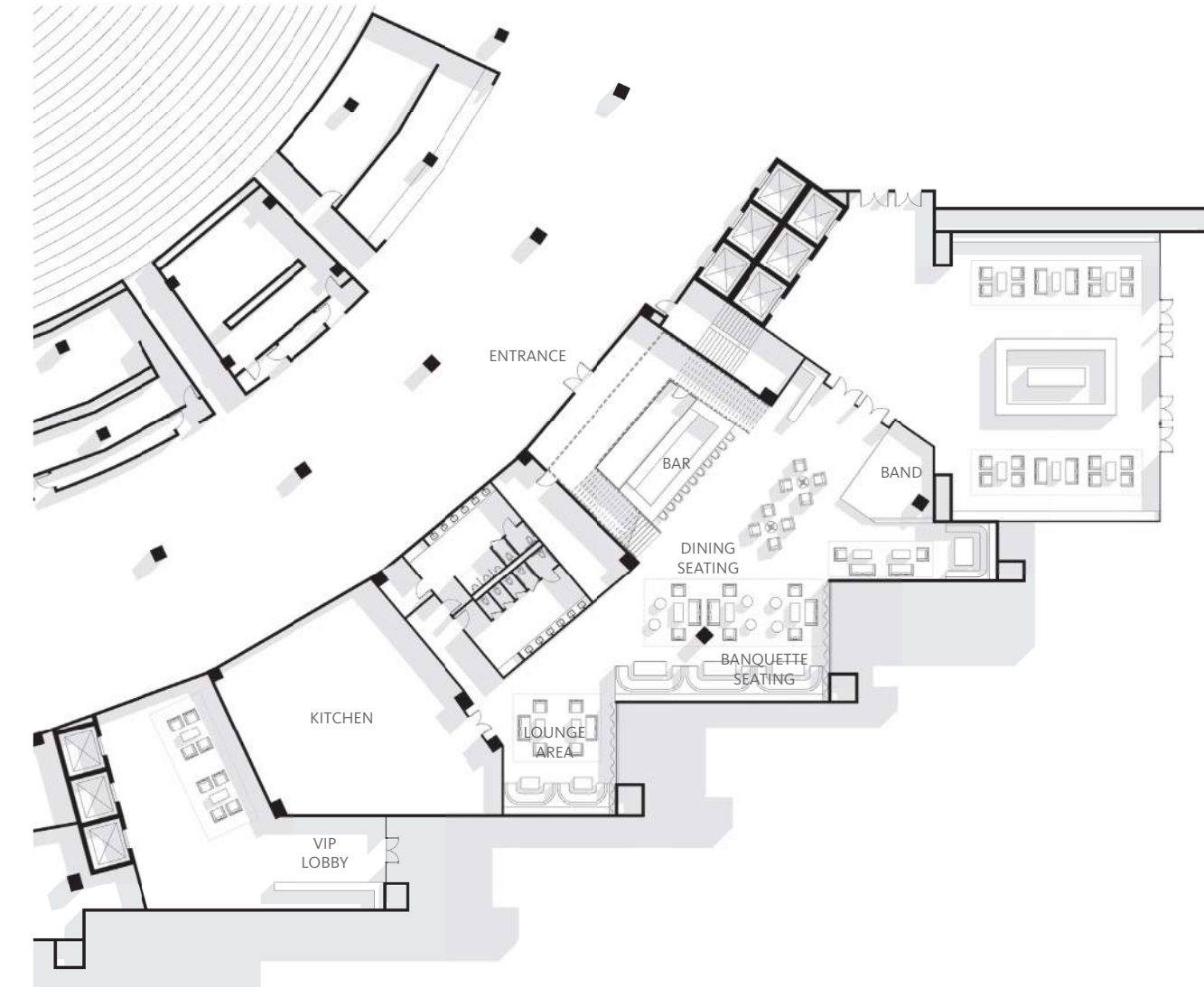
AUTHENTIC F&B



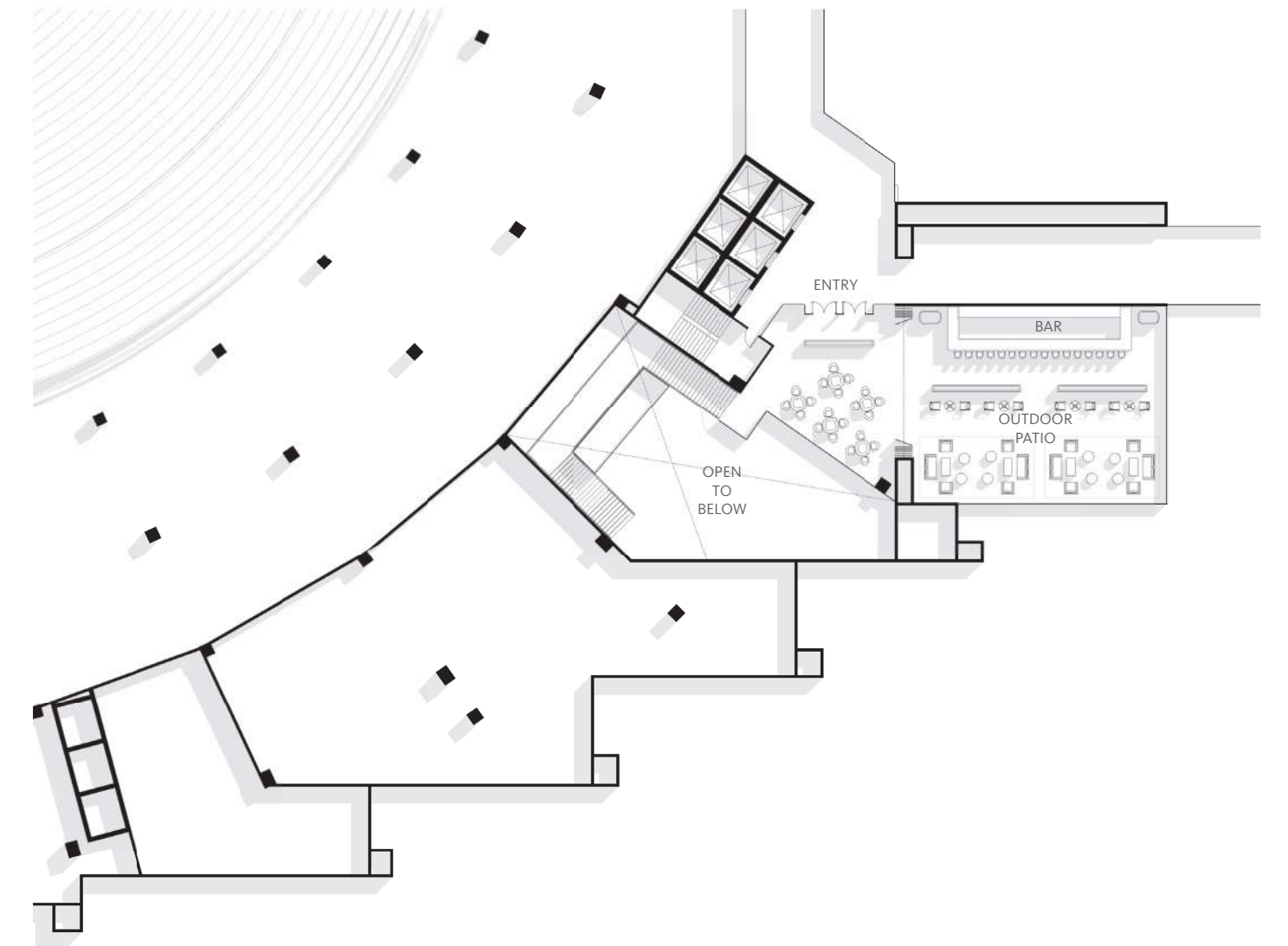
SPEAKEASY CONCEPT

FLOOR PLANS & RENDERINGS
FOOLISH CLUB

LEVEL 1

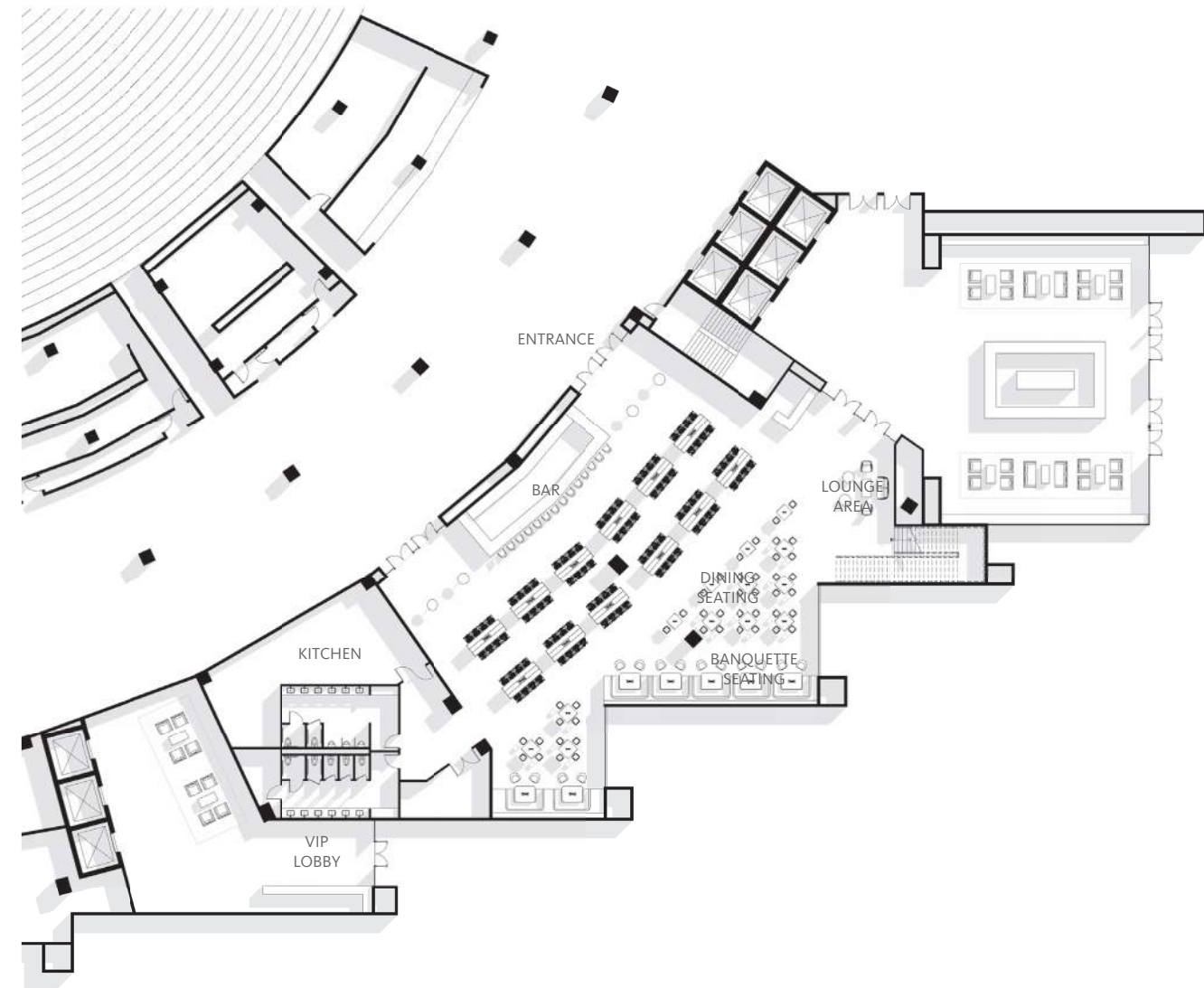


LEVEL 2

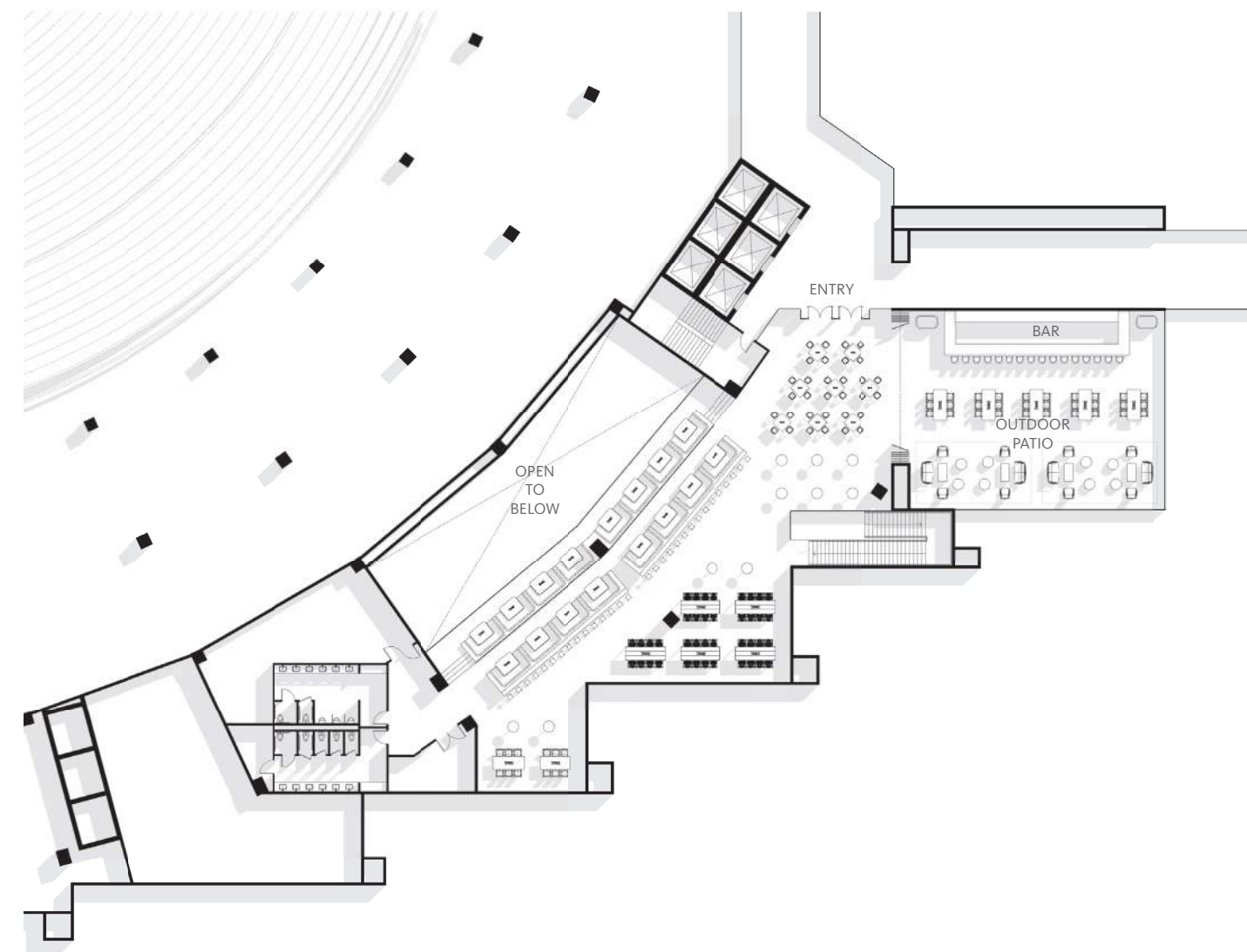


FOOLISH CLUB | SPORTS BETTING ALT.

LEVEL 1



LEVEL 2



ALIGNING NEIGHBORHOODS

